IDG World Update
Index - 1989

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IDC Asia	Appointment of Vincent Cheng as Country Manager

JANUARY 10

IDG	"Infoworld" and "Publish" launched in Japan
NW	Spotlight on "Network World"

JANUARY 17

IDC Australia	Tenth anniversary celebration
NW	Release of book entitled "Network World's Teletoons"
ITI	Announces new VAR databases
IDC	Releases new voice processing report

JANUARY 30

MAC	"Macworld" expo breaks records for attendence
MAC	Macworld communications aquires "MACazine"
IDG	"Computerworld Schweiz" - Desktop Publishing

FEBRUARY 6

PCW	PCW Australia opens product testing center
IDG	IDG Adbase gains in popularity
IDC	3270 Circuit boards boom in Western Europe
IDG	2nd annual publisher's training institute
IDC London	Extends VAR database coverage
IDC China	Release of "Bank Automation in China"
IW	Consumer Product Guide released

FEBRUARY 13

CW	"Computerworld" awards
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IDG France	"Telecoms International" changes appearance

FEBRUARY 20

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IDG	"Amiga World" sponsor for AmiEXPO
IDG	Barbara Hoy appointed Northeast sales representative for "AmigaWorld"
CW Asia	Success of personnel recruitment advertising
IDC	25 years/New ad campaign

FEBRUARY 27

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IDG/P	"CD ROM Review" and "PC Games" capture awards

MARCH 6

IDC	IDC Celebrates 25th Anniversary

MARCH 13

IDG Taiwan	PC World Show
IDG	Announcement of IDG Fellowship program

MARCH 20

IDG/P	"inCider" and "A+" agree to merge
IDG/P	Human Resources recognizes the needs of employees
IDC	IDC announces new marketing brochure
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APRIL 3

IDC Canada	Celebration of the 25th anniversary of IDC, the 5th anniversary of IDC Canada, and the acquisition of "Direct Access"
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IDC	"Directions '89"
IDG	Long-Range Planning Committee presentations
FCW	"Federal Computer Week" honors Government Officials

APRIL 10

IDG/CI	European Managers meeting in Kitzbuehel, Austria
CW	Leigh Hometh appointed Vice President of manufacturing at CW Publishing
PCR	Spotlight: "PC Resource" marketing department
IDC	Expansion of West Coast operations
MAC	MACWORLD Expo to debut in Washington

APRIL 24

IDG/P	Top management changes at IDG Communications/Peterborough
IDC Japan	Spotlight
MAC	Macworld Communications acquires "Macintosh Business Review"

MAY 8

IDG	McGovern elected to Academy of Distinguished Entrepreneurs
DN	Undisputed growth leader
CW Australia	Spotlight: "Computerworld Australia"
IDG	IDG announces two additional fellowship programs

MAY 15

MAC	Success of 1st D.C. MACWORLD Exposition
IDG	Patrick McGovern named "Dream Team" CEO by "Inc."
MAC	Introduction of the "Hero Award"
CW Australia	Spotlight
MAC	"Macworld" wins numerous Maggie awards

MAY 22

IDC	1989 Annual Executive Conference
IDG	Spotlight: International Marketing Service
IDG/P	Quilts - company project

MAY 29

DN	1st annual VAX Market Management Forum
IDG/P	Spotlight: "inCider" editorial
PCW	Enhance appearance & editorial content

JUNE 5

MAC	MACWORLD Expo debut in the U.K.
IW	Spotlight: production department
IDG	IDG Adbase popularity rising

JUNE 12

IDC	24th Annual Briefing Session
IDG CMG	Conference Management Group - Solutions '89
IDC Japan	Expansion of Japan's Computer Industry
IDG UK	Appointment of new rep's - Oliver Smith & Partners Ltc
IDG	Spotlight: New Zealand

JUNE 19

IW	Product of the Year Awards
IDC D.C.	Spotlight: IDC Washington
IDC	X-Windows Display - next generation devices

JULY 3

CW	Computerworld/Smithsonian awards ceremony
IDC	Spotlight: Scandinavia
IDC Tokyo	Tokyo Seminar "Directions 89" attendance increase

JULY 17

IDG/P	IDG/P acquires "GamePro"
IDG	Spotlight: LINK
IDC China	"China Computer '89"

JULY 24

MAC	Launch of "Macworld Danmark"
IDC France	Spotlight
IDC	1st game for "Trend Line Drivers"
IDC France	Success of Briefing Session
IDC	Growth in the Asia/Pacific region
IDG W.Germany	Organize 1st national software conference in the USSR

JULY 31

IW	Announce Terri Hamilton as new president and CEO
IDG/P	Spotlight: reception area

AUGUST 14

MAC	MACWORLD Expo at Wang Center
CW Norge	Spotlight: "Computerworld Norge"
IDG	McGovern named publisher of the year

AUGUST 21

PCW	PC World Best Buy Awards
IW	Spotlight: Test Center
CW	Annual Picnic
NW	Network World fastest growing newsweekly
IW	Promotion of Stan Vanocur to V.P./Market strategies

SEPTEMBER 4

IDG	Gaffner to Build IDG-affiliated business
IDG	IDG outperform U.S. market in computer related advertising
CW Columbia	Launch of CW Columbia
IDC U.K.	Spotlight

SEPTEMBER 11

IDC	James Peacock Memorial Award established
MAC	"Macworld's" Masters Art Contest
WEC	Moujabber named president of WEC
CW	CW 100 tracks trends in corporate IS
PC BW	Spotlight: PC Business World
IDG Australia	Recycling paper

SEPTEMBER 25

IDG/P	Acquires "Commadore" magazine
IDG	Launch of PC World Italia
IDC Korea	Spotlight
IDC	Cruising - IDC outing

OCT 2

CW	CW Co-sponsors TV special "To Russia With Love"
NW	NetWorld '89 Dallas
NW	Enterprise Network Excellence awards
IDG	Spotlight: RUN/AMIGAWORLD

OCTOBER 9

IDG	IDG out-performs Ziff-Davis again
IDC	International Planning Services group study of computer markets in Latin America
IDG	McGovern featured in German paper "The Handelsblatt"
IDC Germany	Spotlight
NW	Announces FAXNeT to its readers
IDG Taiwan	International Sales Office set up in Taiwan
IDG	Deb Goldstein created and launched IDG Lan Database with selectivity

OCTOBER 16

IDG CMG	CD-ROM Expo '89
IDG CMG	Keynote address by BEN BOVA at CD-ROM Expo '89
IDG CMG	Portable Computing Fall '89 conference & expo
PCW	Spotlight: PCW production department
MAC	Increase in circulation
IDG Germany	Computerwoche gets new design

OCTOBER 23

CW	Launch of "Global Leadership Network
IDG	Bay Area Earthquake
PCR	Announces expanded format; increased frequency
IDC/C France	Launch of DistributiqueEurope
IDG in Moscow	IDG in Moscow ICE committed to further expansion
IDG Canada	Page Computer Publishing, Inc. changes name to Laurentian Technomedia, Inc.
CW	ComputerWorld Publishing wins two awards from Society of Newspaper Design

OCTOBER 30

NW	Network World resumes #1 position
MAC	Updates section of "Macworld" adapts to rapid changes in marketplace
CW Germany	Spotlight: Computerwoche editorial

DECEMBER 18

IDC	Axel Leblois named chairman of IDC
MAC	"Macworld" acquires "Macintosh Hands On"

IDG WORLD UPDATE

VOLUME 19, NUMBER 1 January 2, 1989

HOLIDAY FESTIVITIES '88

After months of preparation, and a flurry of activity, the IDG International Holiday Celebration was under way!

Invitations, embossed with an ornament that represented the IDG global logo, began to flood the mail. The invitations requested the presence of employees to arrive at the Westin Hotel on the 16th to attend the celebration. To keep with the spirit of giving during the holiday season, a contribution of one gift for a local Framingham child was requested to help celebrate the occasion for those who may not receive anything on Christmas day.

The gifts, totaling a generous quantity of 957, were collected by officer Jim Harrington and Captain William George from the Framingham Police Department at the Westin. The Department was impressed to find that a few people from CW and IDG who could not attend the party, arrived at the police station the following day to

Left to right: Helen Pike CW, Lory Zottola CW, and Cathy Gagnon IDC hand deliver their gifts, so that they could be distributed. The gifts were delivered to 75 homes by Paula Zinck of IDC, Jennifer Carr of Cudaback Strategic Communications, and officer Harrington to local organizations which benefit underpriviledged children. The organizations were Southern Middlesex Opportunity Council (SMOC), Headstart, and The Department of Veterans. Gifts were separated by age and gender of the receiver, and to how many per family.

The cocktail hour was held in the lounge of the Westin with a piano duet playing in the background. Guests were then escorted to the America ballroom where international buffet tables were decorated with grand ice sculptures and had a flavorful assortment of choices for entrees from Latin America, North America, Asia and Europe.

After the guests had the opportunity to visit all of the tables, the lights were dimmed and a slide show produced by Tom Monahan, CW art director, Chuck Ladouceur, CW graphic designer, and Geoff O'Connell, CW assistant photographer, engaged everyones attention. The slide show flashed candid photos of employees up on a screen to a theme which corresponded to the days of the week. Interludes of every day encounters, such as reaching phonemail, acted as the voice over, enabling all that work at the different locations to enjoy being part of a team effort.

Everyone who attended was thanked by Pat McGovern as he pointed out how the corporation had grown. His first year's Holiday party had 6 people in atten-

Continued on page 5

Gifts donated by employees…

Julia Sweeney and husband, Bob enjoying the festivities

Left to right: Mary Musgrave IDC, Karen McGlaughlin's fiance, Billy, Karen McGlaughlin IDC, Lindsey Caldwell IDC, and Kevin Caldwell

KEY WES
FLORID

Mary Dolaher and Deborah Butler assist Pat McGovern in the vacation raffle

dance, and the feeling of his accomplishment was shared by all. Then he drew names of the raffle winners who won trips to Florida, the Bahamas, St. Maarten, and Paris.

The spotlight vanished, the dance floor lights went up, and the band, "Taylor Made" sang until the last note was played at 1:30.

The holiday season was celebrated by *Infoworld* in San Francisco with all of the Bay Area offices and bureaus in a non-descript building. The night for festivity was entitled "The IDG West Holiday Fest." Upon arrival the attendees were a little wary that they had been beckoned to the wrong door, but once inside, a transformation took place. The vintage Bath House, built in 1809 and was reconstructed in 1906, was adorned with a castle court-yard facade which guided all that entered back in time.

Approximately 190 people attended the holiday fest which began with a cocktail hour that had a magician performing for all. Dinner was next on the agenda, and as soon as that commenced the anticipated dancing began to the vibrations of "Powerglide."

PCW Communications employees enjoyed the return of familiar faces at this year's holiday celebration. The holiday party this year had the decorative environment of an Art Gallery, located in the Ginsberg Collection. During the course of the evening a D.J. entertained and a two-piece jazz band, 'The Blues Brothers," played in an animated, rythmic manner. Roughly 400 people attended this

REFLECTIONS ON A YEAR OF CHANGES

NEW NEWSLETTER PROVIDES SNAPSHOT OF CHINA MARKET

Marketing muscle helps Digital News bruise well-financed rival

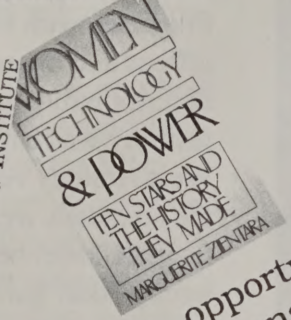
INVESTING IN PEOPLE

PRODUCT MEET

Intensive session spawns new product ideas

TARGETING VERTICAL MARKETS

TEAM SPIRIT



FIRST IDG PUBLISHING INSTITUTE

Network World: record issue for CN '88

Challenges, opportunities in '88 as division strengthens core product line

First look at laptop Mac

MACWORLD'S CIRCULATION CLIMBS TO 325,000

FCW summit conference . . .

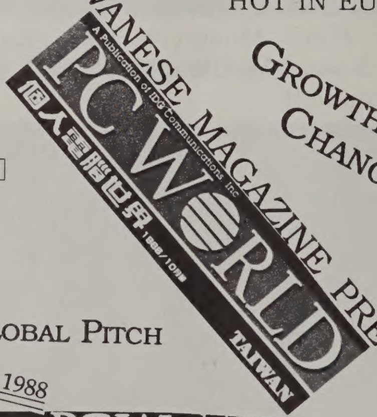
IDG #1

The deal between IDG and its Soviet partner, Radio i Sviaz, to publish PC World USSR involves a number of computer publishing industry 'firsts': U.S./U.S.S.R.

- *The first magazine for personal computer users in the USSR.*
- *The first U.S. company to actively take part in publishing a magazine within the Soviet Union.*
- *The first joint production agreement between U.S and Soviet publishers.*

IDC: CONSULTING HOT IN EUROPE

TAIWANESE MAGAZINE PREMIERES



GROWTH SPURS CHANGES

CW ITALY PROFITABLE AFTER FIRST YEAR

SOVIET EXPERTS VISIT, LEARN FROM IDG

ICL TODAY

Standing room only

San Francisco show breaks all records

GLOBAL PITCH

MAY 12, 1988

SOUTHERN EXPOSURE

COMDEX

IDC GERMAN UNIT AIDS LARGEST DP FIRM

CUTITTA ADDRESSES MOSCOW AUDIENCE

WORLD EXPO, PCW

IDG Adbase a powerful tool

TÉNYEK KÖNYVE

Kudos from the press

'88

Fantastic sales

NEW CD LAB TESTS FIRST DISKS

IDC BEATS FOES TO OFFER SERVICE ON INTEGRATION

'88 FALL COMDEX . . .

RECORD BREAKING SHOW!

West Coast publications to gain independence

Happy 5th Anniversary, PC World!

ASIA'S POTENTIAL...

Positive feedback

PROMISED LAN

FESTIVITIES '88...

years event, it was the best turnout ever!

It is commonly understood that each country has its own way of saying "Merry Christmas" and relating to one another the meaning. In Canada, at least in the small part occupied by IDC, everyone gathers at the yearly party exchanging gag gifts and sharing a pint or two of the celebratory beverage.

However, this year Joe Greene, manager of Communications Research, came up with an alternative plan. Through the company E-Mail system, Joe sent around a suggestion that the money be pooled instead of purchasing a gift, and to use it to brighten the holiday of a needy family. The response was unanimous. Santa's helpers included Debbie Currie and Christine MacDonald of the Proprietary Research Group, Sue Glassford and Shelley Burke from the programs area, vice president Maureen Mottonen, Liz Fleming, and they all set about procuring toys, food, and clothing for a single mother and two baby boys. The amount raised reached over $150 and was then matched by IDC Canada at the urging of new president Paul Kennedy.

Roland Klassen, vice president, provided an interesting summation for the generous donation, when he said, "It was more satisfying than another barnyard animal hand puppet."

International Data Corp. Asia Ltd., has appointed Vincent Cheng as Country Manager with responsibility for Hong Kong, the Phillippines, Taiwan and Thailand.

Cheng, who has 20 years experience in the computer and finance industries, was most recently the Taiwan general manager of Cullinet Software Inc.

IDC Asia Ltd., now operates in seven Asian countries. Cheng's appointment follows that of Don Steiner as country manager for Singapore, Malaysia and Indonesia.

Cheng and Steiner report to Regional vice president Len Rust who also oversees operations in India, South Korea, Japan, The People's Republic of China, Australia and New Zealand.

Cheng's responsibilities will encompass managerial and marketing tasks, which include extending IDC Asia's already wide range of research and client service offerings.

In 1989, IDC Asia's service will include an assembly of forecast studies on specialized IT markets; advice to executives, and customized research. These can be linked to IDC services elsewhere in the Asia/Pacific region, Europe and the U.S.

IDC chief executive officer Tom Swithenbank said recently in Hong Kong: "The diversity, youth and rapid growth of the IT market in Asia has raised demand for good market information, gathered systematically and presented in a usable form. IDC has recognized this need."

VINCENT CHENG

Barton Crockett, effective January 1, 1989 will be promoted to senior editor for *Network World*.

Crockett joined *Network World* in March and since that time, he has produced a steady stream of high-quality management and news stories. Under his oversight, the Management Strategies section has been consistently strong, with original stories on a wide range of interesting topics. Barton has worked closely with other staff members to develop management stories that benefit the newspaper's readers.

Please join the *Network World* staff in congratulating Barton Crockett on this well-deserved promotion.

Catherine Dumazet has recently been appointed president of IDC France, succeeding Michel Motro. Dumazet has been employed briefly at IDC France and

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Nuts & Bolts

Lew McCreary, managing editor for *CIO Magazine,* and his wife Mary Prosser welcomed the birth of their daughter, Molly, this past September.

Beautiful, one-year-old female cat needs loving home. She has long, grey fur with orange and white patches, and green eyes. If interested, please contact Kathryn at (617) 482-8470.

IDG WORLD UPDATE

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Mary Dolaher

Art Director
Deborah Butler

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

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Nancy Thayer
Ann Baker
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PEOPLE...

has been very impressive with her capabilities.

Dumazet has outstanding industry experience and business expertise. Her background includes Sales and marketing director at GSI-ECO, where she launched a new international information system in France and was vice president, International Operations, at DAFSA France.

Motro has resigned to pursue a significant opportunity with one of our clients. He is thanked for his major contributions to IDC France, and will be missed as part of the management team.

Please join IDC in welcoming Catherine, and wishing Michel continued success in his new endeavor.

LINK resources is very pleased to announce the recent appointment of Walter Miao to the position of vice president, Technology. Miao is a specialist in the development of entry strategies into new businesses and the development of new products and services. Prior to joining LINK, he worked at North American Philips Corp., where he served as manager of Business Planning at Corporate Headquarters, and most recently as director of planning and development at Philips Electronic Instruments. Miao began his career at General Electric Co., where he first served as a design engineer, and later as a marketing and strategic planning consultant in G.E.'s Corporate Consulting Services office. He holds a Masters Degree in both Business Administration and Electrical Engineering. Please join LINK Resources in extending their warm welcome to him.

Anniversaries

Twenty-one Years
Walter Boyd - IDG

Nine Years
Marina V. Young - IDC

Six Years
Richard A. Ciliberto - CW Publishing

Five Years
George Clark - PC World Communications
Frank Smith - IDG Communications/Peterborough

Three Years
Barbara Inglese - World Expo

Two Years
Mary E. Collins - Infoworld Publishing

VOLUME 19, NUMBER 2 JANUARY 10, 1989

IDG WORLD UPDATE

VOLUME 19, NUMBER 2 January 10, 1989

INSIDE THIS ISSUE:

NEW PUBLICATIONS
INFOWORLD AND PUBLISH! SUCCESSFULLY LAUNCHED IN JAPAN

SPOTLIGHT
NETWORK WORLD

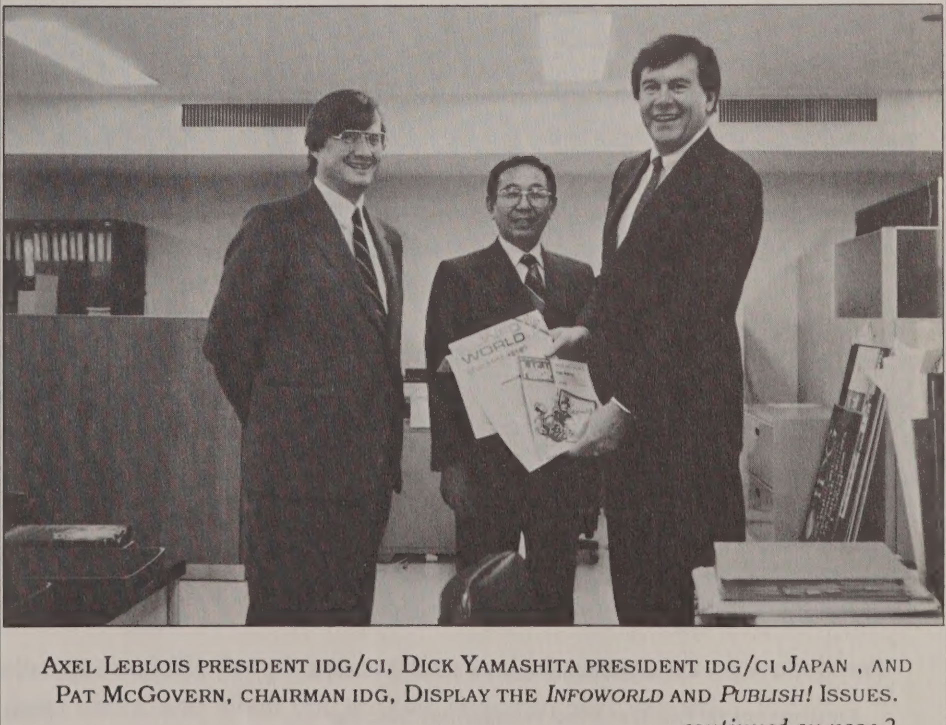
NEWS YOU CAN USE
MUCH LESS DESK STRESS

INFOWORLD AND *PUBLISH!* LAUNCHED IN JAPAN

Pat McGovern, chairman of IDG and Axel Leblois, president of IDG/CI, recently visited the new offices of IDG Communications/Japan in Tokyo.

The new offices are on the sixth floor of a prestigious, high-rise office building, directly across from the Akasaka Prince Hotel. The offices provide working space for the dynamic teams that publish the weekly *Computerworld Japan,* the bi-weekly *Inforworld* and the monthly *Publish!* magazines.

The first issues of *Infoworld Japan* and *Publish!* were launched from the offices in November and received an excellent reception. The publications have already affirmed solid ground as their advertising and subscriptions are presently exceeding plan. *Publish!* has already reached a circulation of



AXEL LEBLOIS PRESIDENT IDG/CI, DICK YAMASHITA PRESIDENT IDG/CI JAPAN , AND PAT MCGOVERN, CHAIRMAN IDG, DISPLAY THE *INFOWORLD* AND *PUBLISH!* ISSUES.

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MAGAZINES LAUNCHED IN JAPAN

30,000 and *Infoworld* has reached 35,000.

Dick Yamashita, president of IDG Communications Japan, attributes the success to coherent planning and excellent team spirit. He feels Japan is a key country in the field of technology. Yamashita stated, "It is only natural for IDG to attain a piece of the pie that is shared by few competitors. We are now positioned to crack that market."

Yamashita is devoted to keeping strong operations with a strong publishing base in order to build the future of IDG/CI in Japan while keeping costs down.

IDG Communications now publishes four publications in Japan; three in the new office, as well as Semicon News, located at the Akasaka Office Building in Tokyo.

The redesign of *Computerworld* and improved marketing, helped the publications' momentum in the industry. The revenues and bottom line have greatly improved over 1987.

Infoworld is introduced to Japan at a critical time when 386 based machines, as well as existing local machines opened up a new era to Kangin based software.

Publish! also grasps an opportunity as desktop publishing technology together with the strong Japanese location in graphic arts should simply boom in an extraordinary fashion.

Semicon News is prospectively establishing itself as a leading source of information for semi evolution manufacturers. It has greatly improved its image, market share, revenues and financial regrowth after Dick Yamashita and his team repositioned, redesigned, and relaunched it in early 1987. As a result, Nokia micro device, its main competitor, is losing ground respectively.

Over all, "it is a complete turnaround of IDG/CI spirit, ambition, and level of skills that make this happen" quoted Axel Leblois. "It felt great visiting our Tokyo team."

PAT McGOVERN, DICK YAMASHITA, AND AXEL LEBLOIS DEMONSTRATE THE DESKTOP PUBLISHING SYSTEM

Computer World
INFO WORLD
Semicon NEWS 10

AXEL LEBLOIS AND DICK YAMASHITA DISPLAY THE FOUR PUBLICATIONS PUBLISHED IN JAPAN

NEWS YOU CAN USE...

PERSONAL ADVANTAGE

MUCH LESS DESK STRESS

Desk clutter is extremely distracting, the greater the number of items in front of you, the more difficult it is for you to maintain concentration.

For each reminder, phone message, unanswered letter, or unread report on your desk, you interrupt your own thoughts 50 times a week.

In addition, the average executive spends 36 minutes a day looking for things on or around the desk. For a $75,000 executive, the cost averages one hour a day, which totals $9,375 a year in wasted time.

In order to maintain efficiency you must set priorities. Efficiency is defined as doing things right, but effectiveness is doing the right things.

Everything that crosses your desk must be dealt with immeditately, is a pattern of thought that traps you into trying to do everything at once. Without grater effectiveness, stress continues to mount. Weigh the importance of each item that comes across, and then separate into three categories. Long-term tasks, medium-term tasks, and immediate tasks.

When you achieve the proper order of priorities, your desk will look orderly because you'll never be overwhelmed with too many pressing projects. Your work will be less stressful and that, of course, will will enhance the quality of many other key aspects of your life.

Clearing your desk is a major, yet quite manageable challenge. Some tips on how to eliminate the stress and enhance productivity:

1. **Eliminate multiple calendars:** Record all appointments and reminders in a single calendar system.
2. **Keep reading matter in one place:** Keep on a shelf or a table, *not* on your desk. As the pile grows, so does guilt and pressure. Choose a regular time each day to review reading matter, and be selective about what you read.
3. **Shelve all reference books together:** Keep out of sight.
4. **Review In-box material daily.**
5. **Store pens, paper clips, stapler, etc.** in the top drawer of your desk for easy access and, again, to reduce visual distraction.
6. **Use a single desk-top card file for phone numbers and business cards.** File business cards, and when you receive new numbers, record them in your card file immediately.

SPOTLIGHT

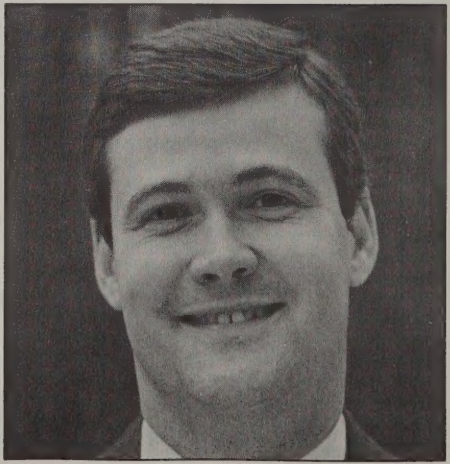
PHOTOS BY CHUCK LADOUCEUR

Gary Beach
president

John Gallant
editor

The *Network World* Staff

Richard Priante
circulation director



Paul McPherson
director of advertising sales

SPOTLIGHT

NETWORK WORLD

The year 1988 watched *Network World* achieve some great successes. The editorial success has been illustrated in study after study among key reader groups, including influential user associations, such as the International Communications Association and the Tele-Communications Association. Time after time, target readers have chosen *Network World* as the most important and useful publication. For this reason, *Network World* has been chosen to begin the renewal of the Spotlight Section of the UPDATE. Gary Beach, John Gallant, Richard Priante, and Paul McPherson were asked to share what they felt played a major part in the overall success.

According to Gary Beach, president/publisher of *Network World,* "the success can be summed up in one word: people."

The people in the editorial department, headed by John Gallant, produced the one newspaper in the voice and data communications industry that was a "must read" week-after-week.

Richard Priante's staff in the circulation department collected more than 3,000,000 pieces of information about *Network World's* 70,000 subscribers that helped the sales staff and editors do their jobs more effectively.

Paul McPherson's sales "animals" sold the editorial and circulation leadership story to the market so successfully that *Network World's* share of market increased by nearly 100%.

Lastly, the people in corporate gave *Network World* all the resources needed to support the editorial, circulation and advertising sales efforts.

John Gallant, editor of *Network World* feels the success has been due to a very simple reason: focus.

Gallant is a part of a dedicated, talented editorial staff that works very hard. But more important, everything the reporters, artists, and editors do is focused on one thing: to provide the most timely, most useful information to readers.

The strategy for Network World is to be the most valuable source of news and analysis for users of network products and services. Everything that is done, every tactic employed, is designed to advance that strategy.

According to Gallant, "That's focus, and that's why *Network World* has been so successful."

Richard Priante, circulation director, attributes the success to quality reader information and unparalleled customer service.

The 17 page ABC Audit Statement is, by far, the most in depth reader analysis available in the industry and is the basis for the Market Information Center, a major tool for the Network World sales team.

Renee Visconti, fulfillment supervisor, and Jim Pernock, customer service representative, live by one motto: "keeping close to the customer". Visconti makes sure that subscriptions are handled on a timely and accurate basis and Pernock is the reader's first line of contact in making sure reader requests, such as address changes are handled quickly.

Paul McPherson, director of Advertising sales, agrees with Gary Beach, in that, the success is attributed to all who contribute: "it all starts and ends with people."

McPherson feels it is a team spirit. Regardless of department, everyone pulls together at the same time and in the same direction. The Sales/Marketing Department at *Network World* has two major advantages in the marketplace that have helped to achieve a 64% increase in ad pages in 1988 while all the other publications were flat or lost pages: editorial and circulation.

The editors delivered excellence for the past 2 years and this

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SPOTLIGHT...

has attracted an audience that comprises the key purchasers of this technology.

> *"The success can be summed - up in one word: people."*

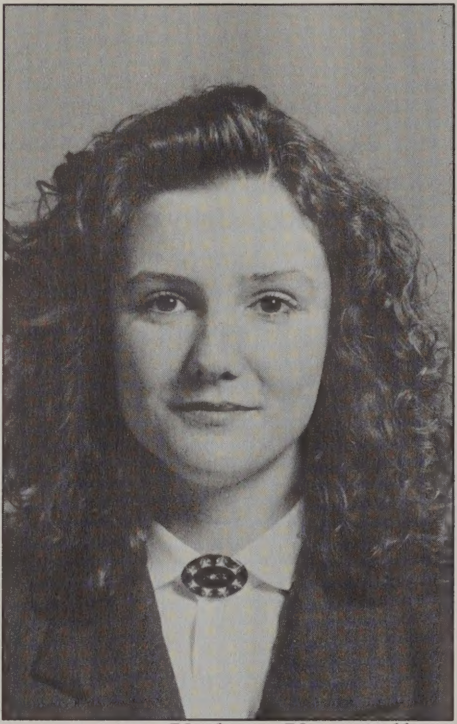
None of these areas can generate advertising pages by themselves, however, and *Network World* has exactly what it takes, a motivated, skilled and dedicated sales team to take the product in the marketplace and present it to advertisers in a way that translates into advertising pages.

Network World's innovative qualification and auditing of readers not only documents this, but makes it come alive to the advertisers.

No other publication in the market can provide such detailed information about its readers as *Network World* can. Priante and Beach took this one critical step further, and had this information audited by ABC to prove one again their superb leadership and support.

All of IDG congratulates everyone at Network World on their success and wish continuing success in 1989.

People


Kathryn Korostoff

Kathryn Korostoff has been appointed to manager of Consulting Services, for IDC's Communications Industry Research group.

In her new role, Kathryn will serve as a primary contact, project manager, and principal analyst for all consulting work that involves the CIR group. She will also be responsible for effectively marketing the new communications/networking-related service.

This promotion comes in recognition of Kathryn's past accomplishments as a senior analyst within CIR, and in response to her own desire to expand her responsibilities. Her insightful analysis and pro-active client contact establish a hallmark for analyst performance.

The opportunity for Kathryn to manage this service comes at a time when IDC and the CIR group are well positioned to take advantage of additional consulting work that is being presented by not only clients, but also by companies that do not currently subscribe to IDC servcices. This service should enable IDC to increase revenue and also IDC's visibility as a strategic and well focused consulting house.

Kathie Gow, editorial director of the IDG New Service, has taken on the added responsibility of editor for *International Computer Update*. *Update* is the weekly newsletter on international computer markets produced by the International New Group. David Hill, formerly editor and publisher of *International Computer Update*, will remain as publisher while relinquishing all editorial responsibilities to Gow.

IDG Communications/Peterborough, has announced the recent promotion of **Alan Zeichick**. Alan has been promoted from technical editor of *Portable Computer Review* to senior editor.

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Have you recently...

________ won a award?
________ made a speech?
________ completed a course?
________ been appointed or promoted to a new position?
________ participated in community activities"

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update

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NAME ____________________
DEPARTMENT ____________________
COMPANY ____________________
PHONE/EXT. ____________________

ENGAGEMENT/MARRIAGES:
NAME ____________________
DEPT./TITLE ____________________
SPOUSE'S NAME ____________________
DATE ____________________
PLACE OF MARRIAGE ____________________
HONEYMOON? ____________________

BIRTHS:
NAME ____________________
DEPT./TITLE ____________________
SPOUSE'S NAME ____________________
BABY'S NAME ____________________
DATE OF BIRTH ____________________
WEIGHT, LENGTH, OF BABY ____________________

Nuts & Bolts

Roommate Wanted

Female roommate to share two-bedroom, four-room apartment in Watertown. Rent is $300 per month; includes hot water. Need to fill by February 15th. If interested please call Marie Gendron, (617) 923-1114.

Awards

Alan Zeichick recently won one of the 11 IDG/Peterborough Word & Image Awards for 1988, for best technical feature. The magazine the article appeared in was CD-ROM Review. Three of the other awards also went to CD-ROM Review staff. Two of the awards went to art director, Linda Sweeney for Best Cover and Best Photograph, and editor, Roger Strukhoff, won for Best Column.

IDG
WORLD
UPDATE

Editor
Deborah Butler

Assistant Editor
Mary Dolaher

Art Director
Deborah Butler

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Shelley Bakst
Susan Perry
Nancy Thayer
Ann Baker
Veronique Sulliger

IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update,* International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex: 95-11-66-651; Fax: 508-879-4681; On-Tyme mailbox: IDG.D/BUTLER.

Wedding

Wayne Eckerson, a staff writer in the Editorial Department of *Network World,* will be married on May 27, 1989 in Camden, Maine. Wayne and his bride-to-be, Christina, will honeymoon in the Poconos.

Birth Announcement

Julia Sweeney, telephone interviewer for ITI's Quick-Surv Department, recently celebrated the birth of her 7th grandchild, Jared. Jared was born on November 12, 1988 in West Berlin, Germany. Julia visited her daughter, Kim and her family in December to see her most recent grandchild and was able to celebrate St. Nicholas day and see the historic wall between East and West Berlin.

Course Completed

Linda M. Simon works in the *Infoworld* Administration Department, and this past fall completed a Lotus 1-2-3 course at Foothill College in Los Altos, California. Linda received an A for the course and is applying her knowledge to help anyone who needs it.

10th Year Celebrated

PAT MCGOVERN AND MIKE LOWE PREPARE TO LEAVE FOR THE 10TH ANNIVERSARY LUNCHEON

Mike Lowe, editor for *Infoworld,* has hit the ten year mark and celebrated with a Luncheon at the Ritz Hotel with Pat McGovern, chairman of IDG. Lowe started his career with IDG on November 19th, 1978 at ISO World. He then transferred to Infoworld in November of 1983 and tackled the position of managing editor. Four years later in January of 1987, Lowe was promoted to editor.

Award

Cathy Carabello from IDG Peterborough recently received an Achievement Award for 1988. The award was presented by Frank Smith, corporate circulation director, at the PC Resource annual Christmas party.

IDG
WORLD
UPDATE
VOLUME 19, NUMBER 3 January 17, 1989

THIRD ANNUAL CD-ROM CONFERENCE ANNOUNCED

The IDG Conference Management Group has announced the third annual CD-ROM Expo to be held at the Sheraton Washington Hotel in Washington D.C., October 2-6, 1989. Over 22 companies, including Apple, Hitachi, NEC, Philips and Dupont Optical Co. and Sony have committed to exhibiting at the conference.

More than 2,200 people attended CD-ROM Expo in 1988. Over 50 exhibitors and 42 various technical sessions were held.

"The growing interest in CD-ROM by corporate America and the Federal Government will continue to drive this rapidly evolving industry; by 1992, the CD-ROM industry is expected to reach $2.25 billion," said William R. Leitch, president of IDG Con-

Continued on page 2

Inside :

Teletoons

IDC AUSTRALIA CELEBRATES TEN YEARS

The tenth anniversary of IDC Australia Pty. Ltd. was celebrated with a gala party aboard a sailing schooner in Sydney Harbor.

Chairman, Pat McGovern and his wife, Lore attended the event.

In its first ten years, IDC Australia has emerged as the largest and most respected market research and consulting company in the information technology business. IDC Australia's sales have grown by over 30% per year and its success, under the leadership of Len Rust, has made it one of the most successful IDC companies worldwide.

Len Rust, managing director of IDC Australia, stated, "The first ten years marks the end of the beginning of IDC Australia. In the next ten years, we will continue to grow rapidly and

Continued on page 2

(LEFT) LEN RUST, MANAGING DIRECTOR OF IDC AUSTRALIA AND ALAN POWER, MANAGING DIRECTOR OF IDG COMMUNICATIONS, AUSTRALIA, WELCOME GUESTS ABOARD TO IDC AUSTRALIA'S TENTH ANNIVERSARY CELEBRATION.

Continued from page 1

enhance our dominant position in providing vendor services to the computer industry. We also expect to be a leading source of technical and management advisory services to computer users as well as to the investment community in Australia."

IDG congratulates the entire team at IDC Australia for the excellent results they have achieved and a very happy tenth anniversary to everyone.

□ □ □

Continued from page 1

CD-ROM Conference

ference Management Group. "Attendance at CD-ROM Expo '88 was up 40% from the previous year, and we expect this trend to continue as the technology becomes established as a low-cost information publishing and distribution medium. We are pleased that the major players in CD-ROM will be demonstrating their latest offerings at this year's show."

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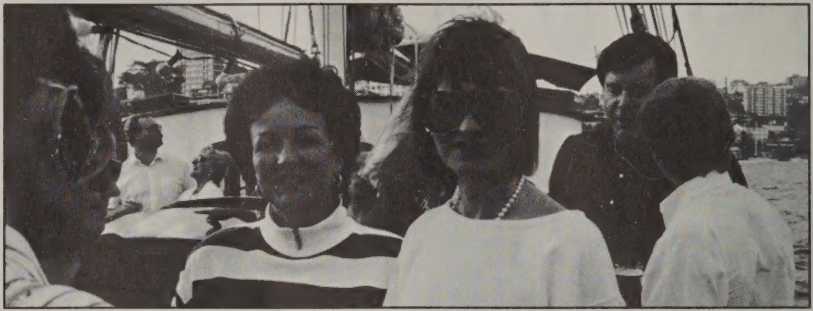
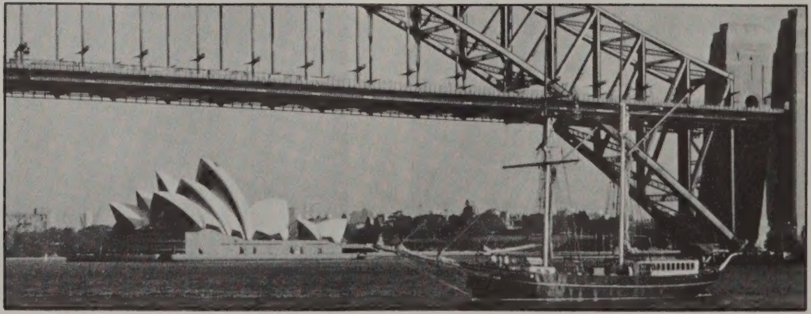
IDC Australia Celebrates Ten Years



Susan Rust (left) and Lore McGovern were among the people attending the tenth anniversary celebration of IDC Australia.

Pat McGovern recalls some humorous moments about the founding of IDC Australia during the yacht-based dinner party

Pat McGovern gives Len Rust a yachtsman telescope to assist him in gaining a clear vision for guiding IDC Australia for its next ten years.



The schooner "Soloway lass" carries the IDC Australia team past the Sydney Opera House and the Sydney Bridge

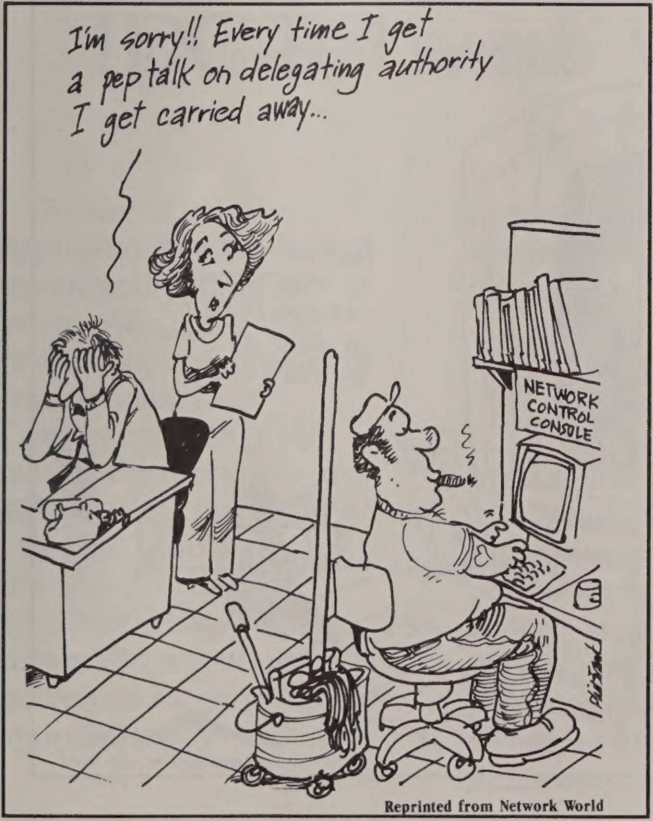
NETWORK WORLD TELETOONS RELEASED IN NEW BOOK

Framingham, MA - *Network World*, the consumer-oriented weekly newspaper serving the communications industry, announced today the availability of a collection of the best of its immensely popular Teletoons cartoons.

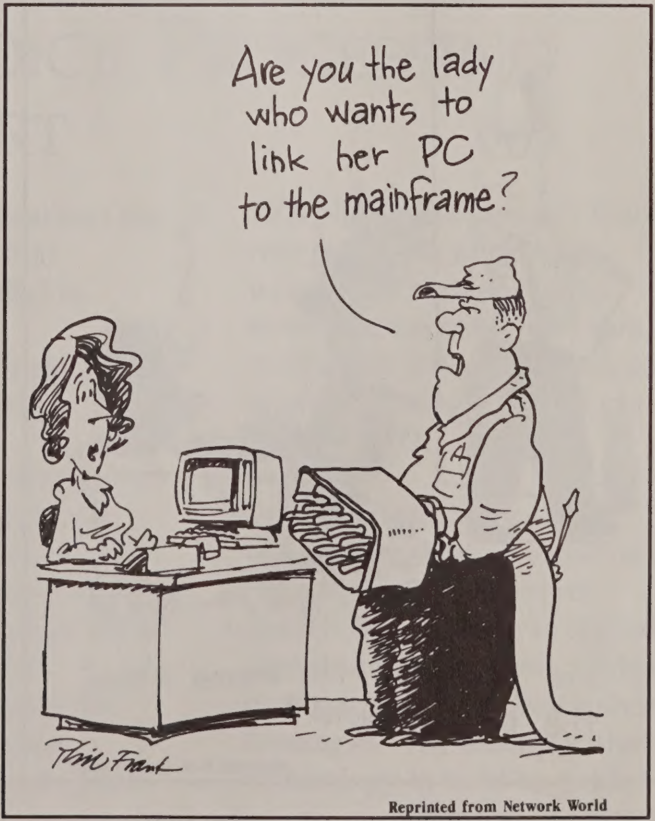
The creators of Teletoons, Phil Frank and Joe Troise, zero in on the absurd aspects of information technology. The new book, entitled Network World's Teletoons, is sure to please anyone who wants to enter the information age chuckling instead of kicking and screaming.

Frank and Troise are by no means newcomers to the humor market. Frank, while attending Michigan State University, drew cartoons and illustrations for the campus newspaper. Currently he is the creator of the exclusive *San Francisco Chronicle* comic feature "Farley". Troise formerly was a freelance writer in New York. Five years ago he decided to move to San Francisco and begin a collaboration in the art of cartooning with Frank. Their cartoons and illustrations also appear in *Road & Track*, the *San Francisco Chronicle, The Wine Spectator, Golf Illustrated, Silicon Valley Engineer, Hippocrates Magazine* and *Communications Arts*, as well as corporate publications by Xerox, American Airlines, New York Telephone and many other companies.

Continued on page 4


I'm sorry!! Every time I get a pep talk on delegating authority I get carried away...
NETWORK CONTROL CONSOLE

Reprinted from Network World


Are you the lady who wants to link her PC to the mainframe?

Reprinted from Network World

NETWORK WORLD TELETOONS...

Continued from page 3

Teletoons has been a weekly feaure of *Network World* since 1986. *Network World* provides corporate managers with timely information that enables them to make strategic decisions about the design, purchase and use of communications networks. *Network World's* broad scope encompasses the managerial, technical and regulatory aspects of domestic and international computer networks, telephone networks and video networks.

Steve Moore, features editor of *Network World* is responsible for the content of the opinion pages and its features section. Moore and the featues staff work closely with Dianne Barrett, *Network World* art director, to develop ideas for features artwork. Moore transferred his everyday responsibilities into managing the process of compiling information, working with artists, and selecting what cartoons would be inserted in the book. Jan Bell, director of marketing communications, and Alice Callahan, Account manager, coordinated the production side of the the Teletoons book. Their combined efforts oversaw designing, paste-up, copy editing and having the book printed.

For anyone interested, *Network World's Teletoons* is available now for $9.95 per issue. Prices for bulk orders and for books with custom-printed covers will be quoted upon request.

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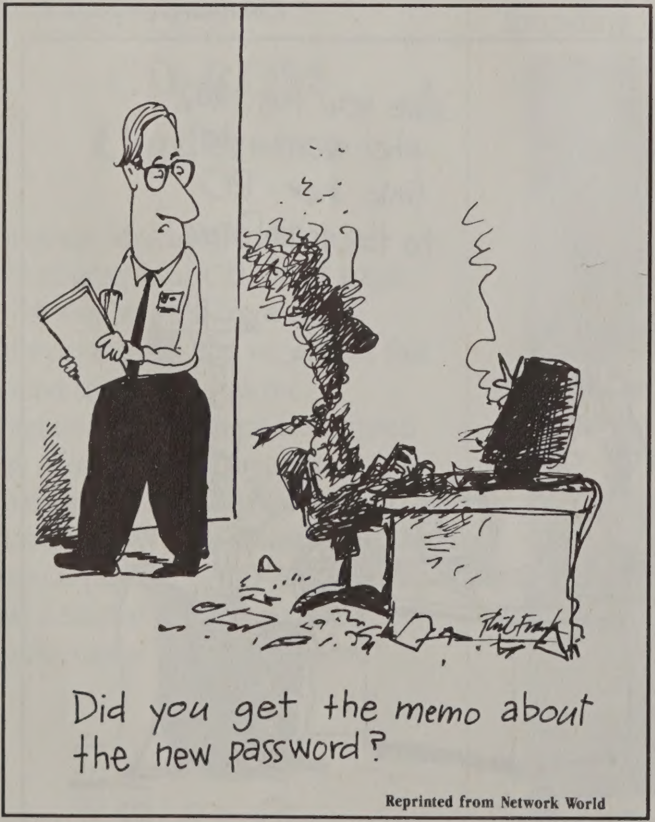
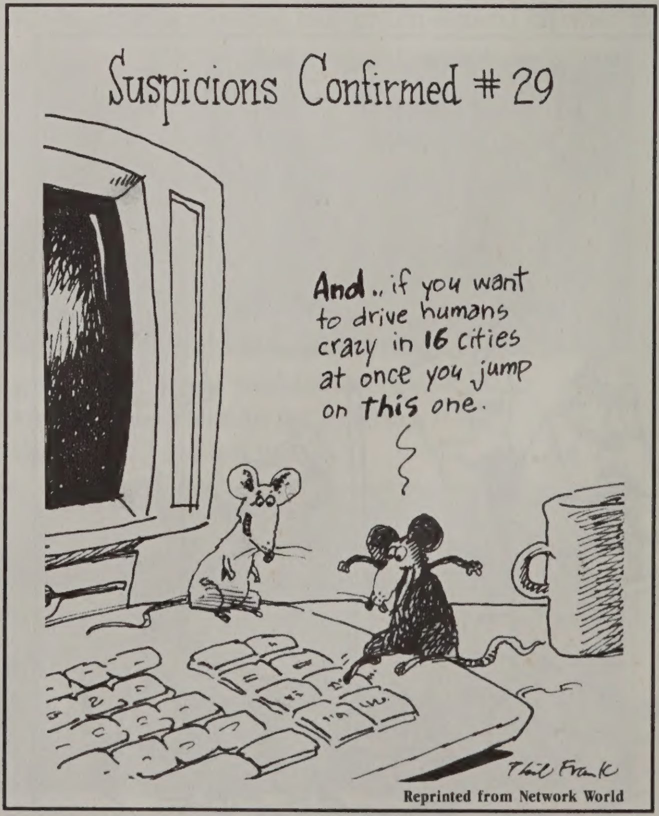


Did you get the memo about the new password?

Reprinted from Network World


Suspicions Confirmed # 29
And.. if you want to drive humans crazy in 16 cities at once you jump on this one.
Phil Frank

Reprinted from Network World

ITI ANNOUNCES NEW VAR DATABASES

Installed Technology International (ITI) recently updated and released a database of over 8,000 VARs in the U.S. and Europe. Vendors of computer products worldwide can now locate specific value-added resellers (VARs) and determine which are best equipped and qualified to handle their products.

ITIs database enables vendors to choose the VARs that are most appropriate for their products and markets. This is provided by detailed information on products resold, veritcal markets targeted, applications, annual revenues and other critical data that has been compiled on more than 4,500 VARs in the United States and an additional 3,500 throughout Europe, according to Paul Earl, president of ITI.

"It's critical that vendors know what these individual VARs sell and specialize in before they contact them," he said. "Compatibility between vendors and resellers is one of the most important factors, and ITI's databases can help vendors ensure it."

This kind of comprehensive information, Earl said, allows vendors to select prospects, plan telemarketing campaigns and launch direct-mail promotions that are targeted and cost effective. ITI's VAR databases can also be used to analyze customers and competitions and conduct market studies.

In addition to its VAR database, the computer installation databases provides detailed information for more than 100,000 end-user sites in the U.S. and nearly 70,000 more in 30 countries around the world. ☐ ☐ ☐

IDC RELEASES VOICE PROCESSING REPORT

The use of voice applications has increased dramatically in recent years. According to a recent report published by International Data Corporation (IDC), the market is expected to grow 40% per year through 1992.

Several factors explain this growth: reliable products; cheaper, more powerful computing power; and a growing appreciation of appropriate applications for the technologies that currently are available.

Highlights from IDC Report

Market size and forecast - The worldwide end-user expenditures on voice-processing systems produced by U.S.-based vendors were $610 million in 1987. Digitized speech was the dominant underlying technology, accounting for 95% of these revenues. The two top application areas were voice mail and auto-attendant systems. The total market for voice applications is expected to grow 43% per year by 1992.

Speech digitization - The technology (also referred to as canned speech) converts speech from analog to digital signals and vice versa. This is useful to store and relay short messages. For example, the technology is used to guide

Continued on page 6

VOICE PROCESSING

Continued from page 5

remote users through data entry procedures, usually via a touchtone telephone keypad, to provide information or execute a transaction. Dialogic Corporation (Parsippany, NJ) is one of more than thirteen vendors offering products in this segment of the market.

Speech recognition - This compares spoken words to the spectral patterns of words stored in a dictionary and tries to make a match. The primary characteristics of speech recognition systems are the side of the vocabulary, speaker dependence/independence, continuous or discrete utterance, and input via telephone or microphone, The most reliable systems are small-vocabulary, speaker-dependent systems that interpret discrete utterance input via a microphone. IDC believes that highly-capable voice recognition systems are unlikely prior to 1993.

Speech synthesis - This process converts letters to sound, applies rules of pronunciation, and generates speech output.

Continued on page 8

People

Infoworld has announced the promotion of **Desiree Waitt.** She has been promoted from marketing communications assistant to marketing account executive.

Waitt's responsibilities will include managing promotional projects, scheduling, developing ideas with creative team members, supervising outside vendors, coordinating marketing interaction with other in-house departments, placing media in trade publications and governing the marketing budget.

Waitt comes from Lowe Marschalk, an advertising agency in Houston, Texas. There she held the positions of new business coordinator and assistant account executive.

* * *

Susan Breidenback joined Network World as west coast bureau chief on January 9th.

Breidenback joins *Network World* from *Computer Reseller News*, a CMP publication. At CRN, she was technology editor and was responsible for covering corporate users and the connectivity market. Breidenback wrote news and feature stories in these areas for CRN and its supplement *LAN Week*. She also oversaw technology coverage, providing guidance to reporters writing for the product section and consulting on news stories involving technology issues.

Prior to joining CRN, Breidenback worked as an associate editor for the IEEE publication *Computer Graphics and Applications*, and was a public relations associate for California State University's School of Engineering and Computer Science. She has also worked as an intern reporter for *The Los Angeles Times* and as a staff writer for The *Christian Science Monitor*.

Please join the *Network World* staff in welcoming Susan to the new position.

* * *

Award

Amy Striplin, sales assistant, for PCW Communications-Atlanta, recently completed a 17 week course to become certified as a career wardrobe image consultant. For a final project, Striplin coordinated a new winter career image for Macworld's, Kathy Isaacs, S.E. account manager. Striplin received the only A+ in the class for the project.

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Name ______________________

Department ______________________

Company ______________________

Phone/Ext. ______________________

Engagement/Marriages:

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Dept./Title ______________________

Spouse's name ______________________

Date ______________________

Place of marriage ______________________

Honeymoon? ______________________

Births:

Name ______________________

Dept./Title ______________________

Spouse's name ______________________

Baby's name ______________________

Date of birth ______________________

Weight, Length, of Baby ______________________

IDG CONFERENCE MANAGEMENT GROUP FORMALIZES STRUCTURE

A full lineup of new shows and conferences plus substantial growth in existing "show biz" has motivated IDG Conference Management Group (CMG) to formalize a departmental operating structure, with functional units headed by newly promoted group managers.

William Leitch, president IDG CMG explained that The World Expo Corporation unit, now in its eleventh year is, "best known for the large and very successful Communication Networks Conference and Exposition, now in its eleventh year, but IDG CMG is no longer a single product profit center."

The two-year old CD-ROM Expo is growing rapidly, and joint ventures with Network World, such as the Network Management Solutions Conference "helps spread sales, promotion, conference development and registration throughout the year," noted Leitch. "We recently announced Portable Computing 1989, a two-show venture with IDG Peterborough for the burgeoning lap top market," he said.

Defining responsibilities and tasks will help expedite programs through the shop, and help execute several events at a time. The new department managers are:

Sue Hadley, group manager Marketing Communications, oversees sales promotion, direct marketing and public relations functions.

Robin Poulin, group manager, Exhibit Services and Administration, oversees the billing for shows, exhibitor services, CMG MIS and internal administration.

Lisa D'Ambrosia has been appointed to senior account executive, Conference Sales, at IDG Conference Management Group. This promotion is in recognition of her sales achievements and experience in telemarketing.

The new appointees join two previously appointed department managers, Dorothy Ferriter, group manager, Conference Sales and David Bradway, manager, Conference Planning and Development.

Please join in wishing the new senior account executive and new department managers, a year far in excess of business plan, and substantial personal growth in the career paths for them and their departmental teams.

IDG
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VOICE PROCESSING

Continued from page 6

Although a broad range of potential applications exists for text-to-speech products, the most successful applications will have an extremely large vocabulary that changes frequently. The automatic customer name and address (ACNA) services of the telephone companies is a good example, as is text mail accessed from a telephone. The low-cost unit find their primary applications in education.

The best commercial text-to-speech products are quite intelligible. These product prices range from $100 to $3,000 with speech quality generally proportional to the price. Digital Equipment Corporation (Maynard, MA) and Speech Plus, Inc. (Mountain View, CA) are among twelve vendors in the market.

These products today are most useful when a computer user has busy hands or eyes, or when telephone input is desired. Speech input is also an attractive alternative to keyboard entry languages as complex as Japanese. Twenty-four suppliers currently offer voice recognition products.

IDG
WORLD UPDATE
VOLUME 19, NUMBER 5 January 30, 1989

Inside This Issue:

Macworld Communications Acquires MACazine

Computerworld Schweiz Tries New Technology

In Next Weeks Issue: Product Test Center Opens In Australia

MACWORLD EXPO BREAKS RECORDS ONCE AGAIN

The most recent MACWORLD Expo, held January 20th through the 22nd in San Francisco, enticed a record-breaking **58,000** attendees. This figure is 13,000 more than the 45,000 that attended last year's Expo. Over 450 companies exhibited at two different sites; Brooks Hall/Civic Auditorium and the Moscone Center. The exhibit area was completely sold out. Sponsored by *Macworld* and produced by IDG's World Expo Corp., the show is managed by Mitch Hall Associates of Westwood, Massachusetts.

"The enthusiasm for the Macintosh and its related products and services is clearly at an all time high," remarked Mitch Hall, president of Mitch Hall Associates. "We thought last year's show was big, but the additional 13,000 attendees who came in 1989 prove that the Macintosh market is booming."

Continuing a popular event launched in 1988, a "closed" Industry Day was held on January 19, the day before the show opened to the public. The day was structured as an opportunity for all exhibitors; including dealers, vendors, third-party developers and representatives from Apple Computer's key accounts, to exchange information, give in-depth product presentations, and conduct business exclusively with other marketers.

John Sculley, chairman and CEO of Apple Computer, Inc., opened the first "public" day of the Expo with a keynote address to a packed Civic Arena crowd that numbered 10,000, according to the *San Francisco Chronicle*. Referred to as "a great achiever" by President George Bush only the day before, Sculley focused on milestones, including the first Macintosh advertising campaign, that have occured at Apple and *Macworld* over the past five years. He also announced the Macintosh SE/30, a new compact computer from Apple that offers a new level of power

Continued on page 2

and portability for the Macintosh community.

Jean-Louis Gassee, president of the Apple Products division, commenced day two with "Still Crazy After All these Years." His introduction by Harry Anderson, star of the TV series "Night Court" and an avid Macintosh user, proved especially popular with the audience. To kick off day three, Regis McKenna, president of the advertising and public relations firm that handles Apple's account, answered the question, "Who's Afraid of Big Blue?"

A keynote panel discussion, "Can Apple Meet the Challenges of the Future?" looked at the capabilities apple brings to bear as other operating environments, in particular IBM's Presentation Manager on OS/2, AT&T's Open Look, and NeXT's Next step, become more competitive.

Representatives from some of the industry's most prominent hardware and software companies participated in the discussion, including: Stewart Alsop II, publisher of *P.C. Letter*, moderator; Michael Boich, president, Radius, Inc.; William Campbell, president, Claris Corp.; Steven Edelman, president, Supermac Technology; Gordon Eubanks, president, Symantec Corp.; and Terry Garnett, vice president, Ashton-Tate, Inc.

In addition to the keynotes, over 75 conference sessions, took place over the three day period. Seminars, wordshops, demonstrations and user group forums covered such topics as desktop publishing and presentations, MS-DOS connectivity, customizing the MAC, networking, database management, animation and graphics, education and the MAC, music on the Mac, and more.

Sessions held live at Brooks Hall/ Civic Auditorium one day were repeated on videotape at Moscone Center the following day and vice versa. This gave attendees the opportunity to be in "two places at once" and attend as many sessions as they could fit into their busy schedules.

Among the many featured speakers and presenters were IDG representatives Jerry Borrell, Nancy Dunn, Steven Levy, Tom Moran, Cheryl Spencer, and David Ushijima, all of *Macworld*; and Susan Gubernat, editor of *Publish!*

Although Apple's new SE/30 generated the most excitement, its announcement of the Macintosh Programmer's Workshop (Version3.0), an "industrial-strength" software development system, and its announcement of a new version of MacWorkStation were also well received by MACWORLD Expo attendees.

In addition, Silicon Beach Software announced SuperCard, an extension of the HyperCard environment, described by Jean-Louis Gassee as "one of the most beautiful products I've seen in a while." Other new products included special-effects video boards from AST Research and a 35mm color scanner from Truvel.

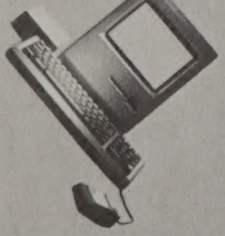
Keeping in celebration of its fifth anniversary, *Macworld* had its biggest booth ever, 1,500 square feet, according to

$65
(On-Site $75)
Conference Sessions*
and Exhibits
Pre-register by
December 16

$20
Admission to
Exhibits Only
Pre-register by
December 16

Attention Students:
Pre-register
exhibits only $15
Send copy of
student I.D.

Call
1-800-331-1600
for special rates on
Avis rental cars
Use I.D. # B786601



HILTON
SQUARE
[illegible]

Holiday Inn
Golden Gateway
Holiday Inn Golden Gateway
415-441-4000
Single/Double $81

RAMADA
RENAISSANCE
HOTEL
SAN FRANCISCO
Ramada Renaissance
415-392-8000
Single/Double $117

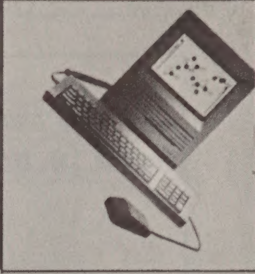
HYATT ON UNION SQUARE
Hyatt on Union Square
415-398-1234
Single/Double $139

hotel nikko san francisco
Hotel Nikko
415-394-1111
Single/Double

Expo. . .

DESKTOP PRESENTATIONS

PERIPHERALS



Randi Schneiderman, trade show manager for the publication. Divided into four separate areas: editorial, circulation, ad sales, ad information; and all staffed by people from the magazine, the set-up was ideal for meeting with readers, vendors, potential subscribers, and advertising prospects, as well as for giving directions and other information to attendees at large.

Macworld scored two major coups during the Expo. It closed a deal on the acquisition of *Macazine* from Hart Graphics, Inc., a magazine that developed a unique and respected editorial voicel, catering to power users of the Macintosh. In conjunction with its exclusive Editorial Preview of Apple's new SE/30, *Macworld* delivered 30,000 copies fo a comprehensive eight-page Preview article to the floor of MACWORLD Expo on the same day Apple announced the new computer.

Publish! handed-out almost 20,000 of its January and February issues at the show, along with 4,000 special subscription offers. "The Expo attracts a heavy desktop publishing audience and *Publish!* was extremely well received. Many people told us how much they like the publication and asked to speak with the editors," said Donna Wotton, an independent contractor who coordinated the booth.

Directly across from the Apple Compuer exhibit, *InfoWorld* had a great deal of activity at its booth. "We gave away over 6,000 free issues, more than double what we usually do at these shows," said Carol Czysewski, events for *InfoWorld*. "And our fortune cookie giveaway attracted large crowds! It was a great show."

On the evening of January 19, Macworld hosted a gala party for 3,500 of its clients and friends. The highlight was a performance by the "California Raisins" who sang an altered version of the song, "I Heard It Through The Grapevine." The new version was written by Macworld's Sandi Vargas, director of marketing, and all were delighted to hear her innovative lyrics. One verse of the rendition revealed the spirit and accomplishment that Macworld feels, " Bet you're wonderin' how I knew, 'bout Apple's plans to make Big Blue, madder than they've ever been before. Two Steve's built something never done before. It was no surprise, I must say, 'cause I found out that same day."

IDG's own Pat McGovern was on hand to introduce the group and to give a short speech thanking the Apple community for their support over the years.

Because of the show's tremendous growth and the desire to reach the important federal government Macintosh market, a new show location has been added to the MACWORLD Expo 1989 schedule; Washington, D.C. This show will take place April 26-28 at the Washington D.C. Convention Center.

As in the past, MACWORLD Expo will return to Boston on August 10-12. The

Continued on page 4

Civic
Auditorium
Keynotes and
Conference Sessions*

Brooks
Hall
Exhibits

Moscone
Center
Conference Sessions*
and Exhibits

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Expo Express

Announcing
The Mac Masters Series
of Executive Seminars
Check Coupon for
More Information

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UNION SQUARE

Holiday Inn Union Square
415-398-8900
Single/Double $103

THE HUNTINGTON HOTEL

The Huntington Hotel at Nob Hill
415-474-5400
Single $160 Double $180

Le MERIDIEN
SAN FRANCISCO
A Luxury Hotel in the Very Heart of the City

Meridien
415-974-6400
Single $125 Double $145

Fairmont
HOTEL
San Francisco

Fairmont
415-772-5000
Single $125 Double $155

MACWORLD COMMUNICATIONS ACQUIRES *MACAZINE*

In a recent announcement from Jim Martin, president and publisher of Macworld Communications, it was stated that the company has agreed, in principle, to acquire the trademark and certain other assets of *MACazine* from Hart Graphics, Inc. of Austin, Texas.

MACazine has been published continuously since 1984 and has garnered a large base of loyal subscribers. The magazine developed a unique and respected editorial voice, catering to power users of the Macintosh computer. Current *MACazine* subscribers will be offered the opportunity to receive *Macworld* to complete their current subscriptions.

Bill Hart, chairman of the the board of Hart Graphics and publisher of *MACazine*, connected on the acquisition: "We wanted to make sure that our loyal readers would be taken care of whn we decided to cease publication of *MACazine*, due to insufficient advertising support. I'm confident that the outstanding technical editorial content of *Macworld* will fulfill their needs. We will miss having *MACazine* as part of the Hart Graphics family of companies."

The announcement comes on the heels of *Macworld's* Fifth Anniversary Celebration and in conjunction with the magazine's exclusive editorial preview of Apple Computer's Macintosh SE/30. *Macworld* delivered 30,000 copies of the comprehensive eight-page preview to the floor of the Macworld Expo on the same day Apple announced the new computer. Jim Martin said, "We are pleased to welcome the readers of *MACazine* to our pages and are sure they will appreciate our editorial staff's ability to deliver important information about the Macintosh, like the SE/30 preview, in advance of any other computer publication. In its five year history, *Macworld* has always been committed to getting it first, and getting it right. We look forward to the next five years of serving this rapidly growing and evolving market with great anticipation."

MACWORLD EXPO...

Continued from page 3

new combination of three shows per year should be an excellent way to celebrate MACWORLD Expo's fifth anniversary year.

Everyone at IDG extends their heartfelt congratulations to the team at Mitch Hall Associates for producing such a first class show.

EEC POLICY CHANGES SPELL GROWTH OPPORTUNITY

INTERNATIONAL DATA CORPORATION

By the end of the year 1992, the twelve-country European Economic Community (EEC) will have set policies in place that will unify Europe's prevously separate business communities. According to a recently published Special Report by IDC, the process of creating the common market will drastically change the way goods and services are distributed between EEC countries.

"Any ompany under-estimating the power of the EEC, is overlooking the single most significant transition in European business since World War II," asserts Kathryn Korostoff, senior analyst with IDC's Communication Industry Research Service. "Whether or not a truly common market will ever be created, two primary results are certain. One, all companies will be able to more easily sell goods and services across EEC boundaries. Two, European companies will become more competitive."

By creating a common market, the EEC hopes to establish a single ecomomic community where European business will be able to achieve

Continued on page 5

VOLUME 19, NUMBER 5 JANUARY 30, 1989

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Reporter (IFW)

Gather news, cultivate sources, write and report timely articles on PC products, local area networks (LANs), and the Macintosh. Responsible for news, features, and keeping up with industry trends, all to be presented in an organized and interesting fashion. Familiarity with PCs and LANs. Macintosh experience a plus. Requires two years experience on a daily newspaper or computer industry weekly. Ability to meet strict deadlines required.

Senior Design Associate (PCW)

Design assigned editorial material for the magazine within established design, including concept and designing of technmical illustrations and charts. Develop fluency in the use of personal computer publishing tools. These tools include page make-up, word processing, personal computers and page-description languages. Supervise the Design Associates and the freelance production staff as necessary. Track the progress of articles from receipt by the department through the various stages of design and production. Maintain departmental schedules. Other duties as assigned by supervisor. A professional Art/Design background is preferred. 3-5 years graphic design experience is required.

Associate Editor (PCW)

Meet with industry representatives and vendors to identify key technical issues and performance tests. Design and implement a comprehensive testing program to evaluate all categories of hardware and software for use in features and reciews. Supervises Assistant Editor— Lab. Identify, select, and manage outside testing services that will execute test programs according to previously developed plan. Selects and recommends purchase of test equipment for lab. Work with Executive Editor and Senior Editor Features to plan Macworld Lab tests so that the results meet future deadlines. Act as technical liason between authors and assigning editors. Word with assignng editor and author to integrate lab results into feature articles. Write occasional articles and/or sidebars analyzing test results. 3-5 years experience in computer hardware and/or software design, test, or analysis. Familiarity with test equipment and procedures. Strong analytical and planning skills. Must communicate clearly both verbally and in writing, Macintosh experience a plus. MS or BS in Computer Science of Electrical Engineering preferred.

Administrative Assitant — Circulation (PCW)

Clerical support, customer service, office support and project coordination. Excellent administrative and telephone skills essential. Ability to communicate effectively and to deal with customer complaints in a positive manner. Organizational ability and knowledge of computer-based word processing; some knowledge of Lotus 1-2-3 preferred.

Administrative Assistant — Ad Sales (PCW)

Clerical support, office support, customer sevice tasks, sales assistantship tasks.

Job Opportunities

Revised: January 27, 1989

Division	Title	Publication / Location	Contact Manager	Phone #
IDG	Accountant/Bookkeeper	Framingham, MA	S. Perry	(508) 875-5000
IDG	Staff Accountant	Framingham, MA	S. Perry	(508) 875-5000
IDG	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508) 875-5000
IDG	Accounts Payable/Data Entry	Framingham, MA	M. Cornetta	(508) 875-5000
IDG	Computer Operator (2nd Shift)	Framingham, MA	M. Cornetta	(508) 875-5000
WEC	Conference Administrator	Framingham, MA	S. Perry	(508) 875-5000
IDG/CI	List Telemarketer	Framingham, MA	D. Goldstein	(508) 879-0700
ITI	P/T Market Research -Executive/ Business Inrerviewers (French/English speaking)	Framingham, MA	A. Farias	(508) 872-2700
ITI	Executive Assistant	Framingham, MA	S. Perry	(508) 872-2700
IDC	Senior Research Analyst	Framingham, MA	K. Kugal	(508) 872-8200
IDC	Product Manager	Framingham, MA	A. Goldberg	(508) 872-8200
IDC	Bookkeeper	Framingham, MA	E. Ouellette	(508) 872-8200
IDC	Director IBS	Framingham, MA	A. Goldberg	(508) 872-8200
CWPI	P/T Typographer	*Computerworld,* Framingham, MA	C. Polack	(508) 879-0700
CWPI	West Coast Correspondent	*Computerworld,* Framingham, MA	B. Laberis	(508) 879-0700
CWPI	Copy Editor	*Computerworld,* Framingham, MA	M. Grover	(508) 879-0700
CIO	Editorial Assistant	*CIO,* Framingham, MA	M. Blumenthal	(508) 879-0700
CIO	Art Assistant	*CIO,* Framingham, MA	M. Marshall	(508) 879-0700
NWW	West Coast Correspondent (2)	*Network World,* San Francisco, CA	J. Gallant	(415) 546-7722
NWW	P/T Editorial Assistant	*Network World,* Framingham, MA	C. Tynan	(508) 879-0700
NWW	Telemarketer/Account Executive	*Network World,* Framingham, MA	J. Pinsky	(508) 879-0700
DNP	P/T Typesetter	*Digital News,* Boston, MA	V. Blake	(617) 482-8470
DNP	Assistant to Publisher	*Digiital News,* Boston, MA	P. Keneally	(617) 482-8470
PCW	Administrative Assistant	*Macworld,* San Francisco. CA	P. Navone	(415) 546-7722
PCW	Art Director	*Macworld,* San Francisco, CA	J. Borrell	(415) 546-7722
PCW	Senior Design Associate	*Macworld,* San Francisco, CA	D. McLeod	(415) 546-7722
PCW	Assistant to the Editor-in-Chief	*Macworld,* San Francisco, CA	J. Borrell	(415) 546-7722
PCW	Associate Editor	*Macworld,* San Francisco, CA	A. Mello	(415) 546-7722
PCW	Assistant Production Editor	*Macworld,* San Francisco, CA	J. Lagas	(415) 546-7722
PCW	Production Editor	*Macworld,* San Francisco, CA	L. Camus	(415) 546-7722
PCW	Circulation Assistant	*Macworld,* San Francisco, CA	L. Davidson	(415) 546-7722
PCW	Account Manager - Los Angeles	*Macworld,* Irvine, CA	P Navone	(415) 546-7722
PCW	Research Assistant	*PC World,* San Francisco., CA	R. Ames	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World,* San Francisco, CA	G. Clark	(415) 546-7722
PCW	Human Resource Manager	*PC World,* San Francisco, CA	J. McGinnis	(415) 546-7722
PCW	Renewal Billing Manager	*PC World,* San Francisco, CA	H. Martin	(415) 546-7722

PCW	Administrative Assistant	*PC World,* San Francisco, CA	V. Ritondale	(415) 546-7722
PCW	Conference Manager	*PC World,* San Francisco, CA	S. Alsop	(415) 546-7722
PCW	Catalog Coordinator	*PC World,* San Francisco, CA	S. Van Leuven	(415) 546-7722
PCW	Receptionist	*PC World,* San Francisco, CA	S. Cox	(415) 546-7722
PCW	Ad Traffic Coordinator	*PC World,* San Francisco, CA	M. Dipietro	(415) 546-7722
PCW	Art Director	*Publish!,* San Francisco, CA	S. Gubernat	(415) 546-7722
PCW	Senior Design Associate	*Macworld,* San Francisco, CA	D. McLeod	(415) 546-7722
PCW	Associate Editor - Lab	*Macworld,* San Francisco, CA	D. Ushyema	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	H. Martin	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	S. Van Leuven	(415) 546-7722
IFW	Reporter	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Assistant Editor	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Marketing Assistant	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Administrative Coordinator	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI/IDC	Susan Perry / Mary Cornetta	(508) 875-5000
	Elaine Ouellette/ DebbieThistle	(508) 872-8200
CW/NWW/DN/CIO/FCW	Pam Caplin	(508) 879-0700
IDGC/Peterborough	Gloria Lodge	(603) 924-9471
Macworld/Publish!	Shelly Ginenthal	(415) 546-7722
PC World	Harriet Hollbrook	(415) 546-7722
InfoWorld	Marcia Mason	(415) 328-4602

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1989

IDG will be holding New Employee Orientations for **IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

February 7
March 7
April 11
May 8
June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Mary Cornetta at IDG, Human Resources, x834, to schedule for the February 7th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

IDC
NEW EMPLOYEE ORIENTATION

IDC Human Resources will start new employees off on the right foot with the new and informative orientation. Scheduled dates are as follows:

February 7
March 7

All orientations will be held from 11:00 a.m. to 12:00 p.m. at 5 Speen Street in the 2nd Floor Conference Room.

Elaine Ouellette and Shelly Baskt will walk the new employee through the IDG companies, IDC and it's services, and benefit information.

New employees who haven't already participated in the orientation should contact Deborah Thistle, IDC Human Resources, x416 to schedule for the February 7th session.

COMPUTERWORLD SCHWEIZ BELIEVES IN TRYING NEW TECHNOLOGIES

On January 9th, *Computerworld Schweiz,* the weekly publication of IDG in Switzerland, started the fourth year of its existence with the first issue produced in Desktop Publishing.

Prior to the successful move in this direction, all of the editorial work for*Computerworld Schweiz* was done with a word processor on PC's. Like many of their colleagues in the US and in Germany, the Swiss editors work with the word processing program Xywrite (in Europe it is sold under the trademark of Euroscript). To bring the texts on a traditional typesetting machine it was needed, as an interface, a code list for the different fonts used in the newspaper. The editors gave the layout instructions for the pages by telefax to the printing house.

When the version 3.0 of Page Maker desktop publishing software was demonstrated at CeBit fair in Hannover in early 1988, there was a realization that the new technique that Page Maker offered needed to be combined with the word processor system that was already in use. Primary tests were successfully done in collaboration with a desktop publishing school and a Macintosh dealer specialized in desktop publishing. As a result, the old code list for the definition of style sheets could be used in Page Maker.

In October 1988, *Computerworld Schweiz* bought two Macintosh II's. After a short period of time familiarizing everyone with the new machines, a huge amount of preparation work (definition of the pages and style sheets, tests in combination with a Linotronic typesetting system) had to be done. A short time later, and having the five editors trained, the new system was actually being worked with, and the ability to set pages on the Macintosh was being established. The next step was to send it to the printing house to whomever places it on the Linotronic.

> *...IN ORDER TO WRITE ABOUT NEW TECHNOLOGIES, YOU CAN NOT BE AFRAID TO USE THEM.*

With the help of the new technology *Computerworld Schweiz* is looking forward to:

- improving the quality of the newspaper because the editors can better control and improve their work
- improving the production of the newspaper and eliminating cost due to the in-house production
- lowering the production costs and investing in more editorial capacity.

Computerworld Schweiz is now proving the point that in order to write about new technologies, you cannot be afraid to use them.

EEC POLICY...

Continued from page 4

greater economies of scale in order to compete in world markets. As European businesses expand, their data processing and communiations needs will become more complex and demand for data communications technologies will grow.

Highlights

- **The impact on Communications Technology by 1992** - The Commission has stated that open communication across Europe is the Key to implementing new EEC policies. The liberalization of the terminal equipment and value-added services will result in increased opportunity for data communication.
- **European Vendor Activity** - U.S. vendors must begin to analyze current European vendor activity. In anticipation of future policies, many European communications vendors are involved in strategic acquisition, mergers, and joint ventures. According to Korostoff, "not all vendors will survive expansion, but those that do will become formidable competitors not only in Europe but in global markets as well."
- **Data Communications Service Market** - New European companies entering the data communications market must compete with and differentiate themselves from existing services such as IBM's Information Network, General Elec-

Continued on page 6

EEC POLICY...

Continued from page 5

tric Information Services, and Infonet. Suppliers, and specifically McDonnell Douglas' Tymnet and Computer Science Corp.'s Infonet, are making moves to strengthen their holds on the European data services market. A strong possibility exists that the number, quality, and "value-addedness" of European data services will increase. U.S. equipment suppliers might find such services adding fire to the services of the public vs. private network solutions debate.

"The development of a common market in Western Europe is a significant event," says Korostoff. "U.S. data communications suppliers must adapt their strategies to succeed in the new and evolving European economy, and to prepare for the increasing competition from European vendors."

IDG WORLD UPDATE

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Assistant Editor
Mary Dolaher

Art Director
Deborah Butler

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
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People

Appointment

IDC Financial Services Corporation announces the appointment of **Judy Kramer** to the position of comptroller.

Kramer joins IDC Financial Services Corporation after 16 years of loyal and dedicated service at IDC.

Her experience in the intricacies of the IDG accounting system will make her a tremendous asset to the organization. Kramer will begin her new responsibilities of managing the global accounting and reporting system in late February 1989.

Kramer will be reporting directly to Charlie Greco, president of IDC Financial Services Corporation.

Please join in wishing Judy the very best in her new endeavor.

Marriage

Delia Daniels, circulation manager at *Infoworld*, married Ben Quartey on December 17th, 1988 in the St. Baptist Church. The newlyweds honeymooned in Mendocino, CA.

Appointment

The IDG UPDATE is pleased to welcome back Carol Famosi to the Chairman's office as contributing editor for the UPDATE. Some of you may remember Carol from her prior employment as executive assistant to the chaiman and editor of the UPDATE. Please join us in welcoming Carol back to the IDG team.

Engagement

Mary Dolaher, executive assistant to the chairman and Paul Bonarrigo, account executive for Computerworld, announced their engagement. The wedding is set to take place on September 3rd in Franklin, MA. The couple plans to honeymoom in Europe.

IDG employees who are interested in buying The Ultimate Entrepreneur: The Story of Ken Olson and Digital Equipment Corporation (Contemporary Books) written by Computerworld editors Glenn Rifkin and George Harrar, may do so now through IDG at a 40% discount off the $19.95 hardcover price. Employees who would like to purchase a book should contact Jennifer Carr at the IDG Corporate Communications office through inter office mail.

Cape Cod Rental
Dennisport, MA

Two bedroom cottage with loft for rent in Dennisport. Fireplace, screened-in porch. Walk to beach. $450/week. Call evenings (508) 877-3272.

IDG
WORLD
UPDATE
VOLUME 19, NUMBER 5
February 6, 1989

PC WORLD AUSTRALIA OPENS PRODUCT TEST CENTER

Computerworld
AUSTRALIA
The newsweekly for information systems professionals
February 3, 1989
Ungermann-Bass networ
key to huge comms upgr
Brokers seek edge with connectivity
Secure RDBMS f
business users
Australian
MACWORLD
The Macintosh Magazine
SCANNERS
flatbed models compared
the fastest mac in the west
AUSTRALIAN
PC WORLD
The newspaper for PC users who buy PC products and services
Commonwealth Bank:
OS/2 lacks security
Apple broadens range
FILE TRANSFER SOFTWARE

PC World Australia, the bi-weekly tabloid newspaper for PC users, has formed a joint venture with Technisearch, Ltd. to establish a PC World Product Test Center in Melbourne, Australia.

The deal was signed in November and **Stephen Turvey** has been appointed as the Center's coordinator.

Technisearch is the commercial arm of The Royal Melbourne Institute of Technology, one of Australia's oldest and most respected educational institutions with strong faculties in computer science and electronics. The particular division of Technisearch which will operate the Center is named AMIC. It is responsible for PC education and training courses both on a regular student basis and for contracts with business and industry. AMIC has large PC and Macintosh installations together with a variety of networks.

Alan Power, vice-president for Asia/Pacific, said, "The PC World Product Test Center represents a most significant strategic move for the publication and reinforces its commitment to being the PC publication users have to read before buying PC hardware and software."

"*PC World* follows the successful *InfoWorld* positioning statement,"

Continued from page 1

TEST CENTER...

Power added, with its emphasis on product comparisons and product reviews. Close liaise with InfoWorld's Test Center has taken place over the past year with visits from Power and PC World's editor, **Ira Johnsen**. Stephen Turvey spent two weeks with **David Buerger** in Menlo Park during February for training and orientation.

Australian hardware and software will be emphasized in the testing program with appropriate products added to *InfoWorld* comparisons. Power said, "An interesting feature of the Melbourne Center will be the capability it gives IDG Communications to publish comparisons and reviews in other publications in the Asia/Pacific countries into which Australian companies are marketing."

"This will provide users in these countries with product value and performance information, enhancing the value of our regional publications and supporting export sales of Australian PC companies," Power said. *InfoWorld New Zealand* is now published monthly as an insert to *Computerworld New Zealand* and, in April, *InfoWorld Hong Kong* and *InfoWorld South East Asia* will be launched as ROP sections.

"The concept for the PC World Product Test Center may be replicated in New Zealand and Asia," Power stated.

The Center will concentrate on Australian hardware and software comparisons and reviews. It will further the publication's reputation as being the first choice of PC users with purchase responsibility for PC Products.

THE IDG ADBASE GAINS IN POPULARITY

This week the *IDG World Update* is starting publication of a monthly update on the use of the IDG Adbase. For those IDG employees who have not had a chance to use this valuable resource, the IDG Adbase is a database of information on advertisements placed in most IDG publications and over 40 of IDG's competitors' publications. All the information in the Adbase is supplied by an outside company, Adscope Inc.

Reports generated by the Adbase are particularly helpful for IDG employees who work in sales and marketing functions for their publications. Before going on a sales call, a salesperson can have reports generated on both the prospect's past level of advertising and also on the prospect's competition. This sort of information can help a salesperson know which publications they are competing against, and can also help the prospect understand how they should spend their dollars.

One important aspect to the Adbase, however, is that the contract IDG has signed with Adscope specifies that information is not to be distributed outside of IDG. Therefore, if a prospect asks for specific information, it is essential that IDG employees not send the actual reports generated by the Adbase to other companies. We ask that you pick out the relevant information and then put it in a sales letter or a verbal presentation.

Chart number one shows how the use of the Adbase has been steadily increasing over the past twelve months. Because this service is funded by IDG Communications Headquarters, every IDG publication has a vested interest in using the information. There are no direct costs charged for the use of the data.

Chart number two shows which publications have been using the Adbase. *Computerworld* was one of the first publications to see the advantages of having quick access to information, and recently other IDG publications have started increasing their requests.

We will be updating these charts each month to show how much use the Adbase is getting and to encourage each publication to use the data as much as possible.

To learn more about the Adbase, please call **Allison Stamm** at IDG Communications Research Services (508) 879-0700 extension 557.

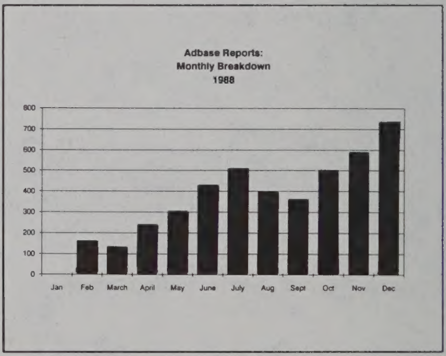


Chart Number one

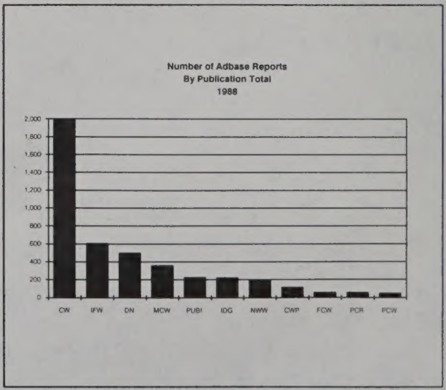


Chart Number Two

3270 CIRCUIT BOARDS BOOM IN WESTERN EUROPE

Despite the fact that the Western European market for 3270 boards trails behind the U.S. market, IDC estimates that more than 100,000 boards were shipped in 1987. The market is expected to grow at a compound annual growth rate of 25% over the next five years with 3270 terminal emulation shipments to account for over 45% of all 3270 workstation shipments into Western Europe by 1992.

Most of these boards are manufactured by U.S. vendors who resell their products through European-based subsidiaries, distributors, or major systems vendors. "Since 3270 boards have yet to become commodity products overseas, U.S. boards vendors are feverishly trying to establish European distribution channels," reports **Leslie Lord**, senior analyst for IDC's Terminal Program.

IDC's findings indicate that systems vendors may be missing a major opportunity in this market, since European customers are much more accustomed to "systems" rather than "boxes." IDC believes that the traditional 3270 terminal vendors as well as IBM-compatible PC vendors have an untapped base of customers in which to market 3270 terminal emulation boards. Several vendors have not taken advantage of the fact that they have an installed base of users who are now buying PCs and who will likely want those PCs to have access to the corporate mainframe.

The 3270 board vendors doing business in Europe need to stay abreast of changes pending for the European Community in the 1992 time frame. Financial and trade barriers will be torn down between EC members countries. Most physical, fiscal, and technical obstacles such as language, tariffs, and test approvals will be removed as part of the move toward making Europe a more competitive force in the international market. Specific to the 3270 board business, certain country-specific differences will likely disappear including pricing, testing approvals, and product favoritism.

According to Lord, "The current plus-sum nature of this market means that as long as demand remains so strong, volumes gained by one vendor do not necessarily come at the expense of another's success. U.S. vendors should be prepared to take advantage of future changes, as it is these country-by-country differences that have always made doing business in Europe difficult."

NETWORK WORLD MOVES INTO TOP TEN

Every year, the weekly publication, *The Gallagher Report*, releases a scorecard on the top 100 business-to-business publications in the fields of gross advertising revenue and advertising pages.

Network World proved to be one of the Top Ten fastest growing publications in America in 1988. This figure is based on the amount of ad page percent increases. *Network World* also edged out *Medical World News* for the top spot.

IDG HOLDS OFF ZIFF FOR TOP COMPUTER PUBLISHER SPOT

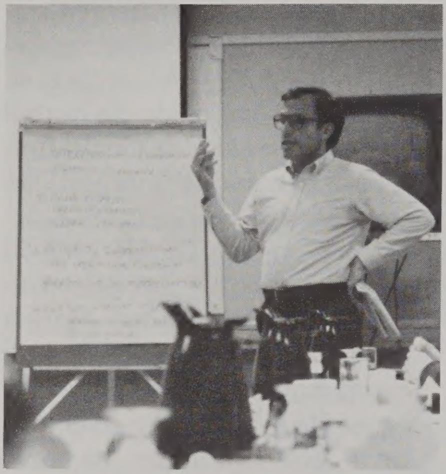
This was the recent headline in the January 30th issue of *Computer Advertising Publishing Report* (CPAR). According to CPAR, IDG has held off a heated challenge from Ziff Communications to remain the largest U.S. computer publisher in 1988, according to the CPAR 1988-90 Forecast report. According to Computer Publishing Market Forecast, 1989-90, IDG's U.S. computer publishing revenues were $194 million in 1988, up from $164.2 million in 1987. IDG's share of the computer publishing market increased from 18.5% to 19.6%.

Other IDG mentions in the CPAR report, Macworld Communications acquires *MACAZINE* (reported in the IDG UPDATE, January 30,) and Infoworld Expands Sales Staff for Direct Mail, Info Market Ads.

MACWORLD
RUN
AMIGA WORLD
PC WORLD
ICL TODAY
PC WELT
PC WORLD DANMARK
NORGE

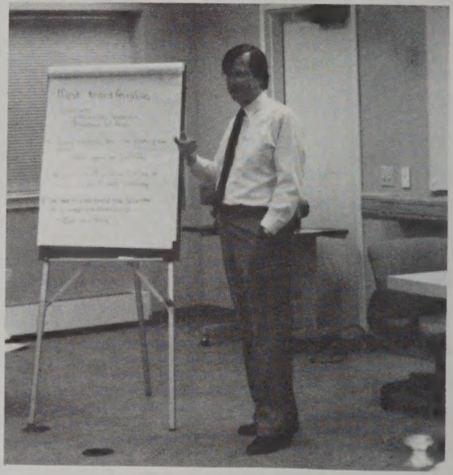
INVEST IN PEOPLE THROUGH TRAINING

SECOND ANNUAL PUBLISHER'S TRAINING INSTITUTE



BOB MILLER ADDRESESS THE PUBLISHER'S TRAINING INSTITUTE PARTICIPANTS

THE SECOND ANNUAL PUBLISHER'S TRAINING INSTITUTE PARTICIPANTS



AXEL LEBLOIS ADDRESSES THE TOPIC: DELIVERING ON-PLAN BUSINESS PERFORMANCE

To participate in a program that represents an important investment in the development of IDG's management talent, fourteen IDG Communications executives were invited to attend the Second Annual Publisher's Training Institute in Wellesley, Massachusetts from January 23 through January 27.

Pat McGovern, chairman of IDG, gave the welcoming address to the team at a cocktail reception on Sunday evening January 22. Axel Leblois, president of IDG Communications gave the opening remarks on Monday and closing remarks on Friday, January 27.

The Publishing Institute covered major components in the publishing field including publishing leadership, advertising, editorial management, circulation management and advertising sales pricing.

The attendees were nominated to attend the Publishing Institute by their respective business unit presidents in recognition of their potential for further advancement in publishing. The attendees included: **Burkhard Bierscheneck**, Associate Publisher for CW Publikationen in West Germany; **Jerry Borrell**, Editor-in-Chief, *Macworld*, (U.S).; **Debbie DePeyster**, Editor-in-Chief, *PC Resource*, (U.S); **Bernie Hockswender**, Eastern Regional Director, *Computerworld*, (U.S), **Tim Karney**, VP Sales, *Federal Computer Week*, (U.S.); **Richard Landry**, Editor in Chief, *PC World* (U.S.), **Jim McBrian**, Publisher, *PC Review*, *PC Games*, (U.S.); **Kevin McPherson,** Midwest Manager, *Computerworld* (U.S.); **Paul McPherson**, director Advertising/Sales, *Network World* (U.S.); **Dave Peterson**, Northern U.S. Director, *Computerworld*; **Martin Taylor**, General Manager, IDG New Zealand, **Jacques Tillier**, Publisher, *InfoPC* and *Distributique*, (France); **Stan Vanocur**, National Sales Director, *Infoworld* (U.S.)

The sessions include lecture-style presentations, roundtable discussions, and team projects giving employees the chance to work with IDG team members from across the globe. Neal Thornberry, professor of management and organizational behavior at Babson College gave a talk on Publishing Leadership and David Orlow, President of Periodical Studies Service, presented the Advertising Sales Pricing segment.

Through a concerted team effort on behalf of the steering committee, "The Institute has been a phenomal success and demonstrates IDG's desire to providing quality learning opportunities to the IDG team", noted Bob Miller, human resource consultant.

IDC LONDON EXTENDS VAR DATABASE COVERAGE

IDC E.T.S.G., London has innovative plans for 1989. According to **Hugh Gibbs**, distribution research manager, "Distribution is the key to the Information Technology (IT) market in Europe and, as 1992 and the 'Single European Market' approaches, the importance of understanding how IT products are distributed over the whole of Europe will be fundamental." IDC's European VAR (Value Added Reseller) database is unique in the breadth of its scope and the depth of the data provided. The database currently consists of 3,500 company profiles, 13 companies, and it reaches 10 languages. Competitors in the European market simply do not have a database containing this information. "It is beyond the dreams of all the people to be able to access the information the database provides, and for this reason 1989 will be a year for extending the coverage from a VAR database, primarily for multi-user systems, into a 'Distribution' database that will include other types of companies in the distribution," stated Gibbs.

This will provide a combination of a very powerful marketing tool for clients and suitable ways to distribute their products across all European countries. It will also prove to be a valuable source of research information about the reseller/distributor community in Europe.

IDC CHINA RELEASES BANK AUTOMATION REPORT

China's most dynamic market for information technology right now is probably the banking sector. It accounts for a quarter of the DP/Communications foreign exchange expenditure.

Therefore, IDC China is pleased to announce the release of the publication, "Bank Automation in China," which explains policy issues and takes a look at what has been bought to date and projects what is likely to follow. China is a difficult market to get to grips with, but this study, the results of a nine-month research program, will certainly help clarify what is taking place.

INFOWORLD'S CONSUMER PRODUCT GUIDE RELEASED

InfoWorld has authored a new buying guide, it's titled, the *InfoWorld Consumer Product Guide Book*, an easy-to-read source book featuring 15 of the most popular product categories (8 hardware, 7 software), compiled from products that received a report card from an *InfoWorld* product review or comparison.

The *InfoWorld Consumer Product Guide* is designed to give consumers a condensed and thorough briefing and comparison on the most popular products they may consider buying.

People

Appointment

Cindy Eaton joined *Network World* as a part-time employee on January 31. She is being assigned to assist the editorial department. Eaton has been filling in for the past few months and will now be putting in a full day on Tuesdays and Thursdays.

Please join in welcoming Cindy to the staff.

Appointment

Jayne Enos was appointed corporate tax director for IDG, as of November 7, 1988. Enos comes to IDG from Deloitte Haskins & Sells where she spent 10 years concentrating on the corporate and individual taxation fields. Enos will be in charge of foreign and U.S. tax planning and tax compliance for IDG and its subsidiaries.

Needed:

Urgently needed; an apartment to share with one or more people within the commuting distance of Framingham. A non-smoking environment preferred. Contact Chris Trivers at (508)872-2700 x 483.

ANNIVERSARIES

Seventeen Years

Joseph L Levy	CIO PUBLISHING

Twelve Years

Maureen Burke	C.W. PUBLISHING

Eleven Years

Alan Power	CWCI Australia
Jeffrey Detray	IDG/P

Ten Years

Carol Lee Polack	C.W. PUBLISHING
Ingrid Hoenicke	CW Germany
Josef Lohner	CW Germany
Averie Rosemark	IDC
Kenneth McPherson	IDC

Nine Years

Joanne E Capolino	IDC
Donna Pomponi	Network World
Jonna Yager	World Expo

Eight Years

William Cadigan	C.W. PUBLISHING
Joachim Fluegel	CW Germany
Christiane Alamarguy	CW France
Jacques Tillier	CW France
Jenny de Montaigne	CW France
Nicole Adda	CW France
Patricia Poupaert	CW France
Noel Bennett	CWCI Australia
Bonnie Welsh	IDG/P

Seven Years

Bernhard Weeser-Krell	CW Germany
Thomas Koether	CW Germany
Michael Harrison	CWCI Australia
Mary Jo McSorley	IDC
Ian Thalmessinger	IDG London
Gary Ciocci	IDG/P
Renee Dynan	IDG/P
David Rowell	IDG/P
Dorothy Ferriter	World Expo

Six Years

Jay Novack	C.W. PUBLISHING
Beverly Wolff	C.W. PUBLISHING
Luis Anselmo B. de oliveira	CW Brazil
Maury Romano	CW Brazil
Franz Josef Heber	CWCI Australia
John D Desouza	IDC
Dee Clark	IDC
Hubert van Onna	IDC Benelux
Peter Jansen	IDC Benelux
Amador Ayuso	IDC Espana
Mette Lautrup	IDG Denmark
Cecile Giguere	IDG/P
Linda Palmisano	IDG/P
Laura Smith	InfoWorld
Joan M Daly	Network World
Catherine Keefe	Network World

Five Years

Pauline T. Smith	C.W. PUBLISHING
Olga Greenwood	C.W. PUBLISHING
Paula Foss	C.W. PUBLISHING
Lori Cardarelli	CIO PUBLISHING
Florian Fritz	CW Germany
Hermann Weisbrod	CW Germany
Iris Mueller	CW Germany
Maristela Santos de Oliveira	CW Brazil
Jeannine Allaria	CW France
Pam Werdler	CWCI Netherlands
Shelley D Bakst	IDC
Barbara Sands	IDC
Lee W Doyle	IDC
Marcia E Farrington	IDC
Donna Sparrow	IDC
Christine Laverdant	IDC France
Michiaki kinoshita	IDC Japan
Paul F Fitzpatrick	IDG CI
Michael Wozmak	IDG/P
Kenneth Blakeman	IDG/P
Lynn K Fujikawa	InfoWorld
Marguerite Watt	InfoWorld
C. William Reed	LINK Resources
Mark Winther	LINK Resources
Denise Caruso	PC World
Barbara M Lewis	PC World
Lila A Villarreal	PC World

Four Years

Paul Bonarrigo	C.W. PUBLISHING
Lois Beninati	C.W. PUBLISHING
Nancy Percival	C.W. PUBLISHING
Audrey Shohan	C.W. PUBLISHING
Winifred Chan	CW Asia
Aliza Bigaerd	CW France
Claude Deleval	CW France
Sandra Sitbon	CW France
Anne Marechal	CW France
Carole Chabry	CW France
Francoise Videlaine	CW France
Gerard Adamis	CW France
Winifred Chan	CW Singapore
Bo Nordlin	CW Sweden
Maria Ehn-Notrica	CW Sweden
Kevin E Brennan	IDC
Christine L Boyle	IDC
Rebecca Segal	IDC
Donald Young	IDG
Maureen A Rondeau	IDG CI
Richard Larson	IDG/P
Michael S McShane	InfoWorld
Margaret Mary O'Rielly	PC World
Christopher D Burg	PC World
Michela O'Connor	PC World
Robin C Poulin	World Expo

Three Years

Ann Lorraine Witze	C.W. PUBLISHING
Sally Cusack	C.W. PUBLISHING
Elizabeth Horwitt	C.W. PUBLISHING
S.W. Chan	CW Asia
Victor Yuen	CW Asia
Dorothy Lemos Soares	CW Brazil
Jose Carlos T. Claro	CW Brazil
Jose Luiz Pereira	CW Brazil
Murilo Ernesto Martino	CW Brazil
Colette Bienfait	CW France
Eric Dufour	CW France
Claude Giffard	CW France
Anne Hickins	CW France
Elisabeth Deroff	CW France
Mohamed Bena Mosbah	CW France
David Wong	CW Hong Kong

People
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People

Have you recently...

______ won an award?
______ made a speech?
______ completed a course?
______ been appointed or promoted to a new position?
______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

____

____

____

____

NAME ______________________
COMPANY ______________________
DEPARTMENT ______________________
PHONE/EXT. ______________________

ENGAGEMENT/MARRIAGES:
NAME ______________________
DEPT./TITLE ______________________
SPOUSE'S NAME ______________________
DATE ______________________
PLACE OF MARRIAGE ______________________
HONEYMOON? ______________________

BIRTHS:
NAME ______________________
DEPT./TITLE ______________________
SPOUSE'S NAME ______________________
BABY'S NAME ______________________
DATE OF BIRTH ______________________
WEIGHT, LENGTH OF BABY ______________________

Editor's Corner

In an effort to run a complete and correct listing of all anniversaries for 1989 we have updated the annivcersary section. The listing shown in this week's issue is from seventeen years through three years. If your anniversary will fall between one to two years, your anniversary will appear in nexts week's issue. If you see any additions or deletions that need to be made, please contact Deborah Butler, editor, IDG World UPDATE, Five Speen Street, Framingham, Massachusetts, 01701, or via email, IDG.D/Butler

IDG
WORLD
UPDATE

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ANNIVERSARIES...

THREE YEARS

S.W. Chan	CW Hong Kong
Victor Yuen	CW Hong Kong
Willy Staehli	CW Switzerland
Margot Donauer	CW Switzerland
Kees Miller	ETSG London
Bradley Thorpe	IDC
Kathleen Comiskey	IDC
Theodore Jastrzembski	IDC
Roberto Masiero	IDC Italia
Lillian Shapiro	IDC London
Elsebeth Frank	IDC Scandinavia
Anne Joch	IDG/P
Roger Goode	IDG/P
David Essex	IDG/P
Alice LaPlante	InfoWorld
Shelley Ginenthal	PC World
Toy Corinne Cox	PC World

AROUND THE WORLD WITH THE IDG WORLD UPDATE

Commencing the first week of March, the *IDG World UPDATE* will run a weekly section entitled, "Around the World With the IDG World UPDATE."

For this column we will be requesting that each office submit a brief summary relating to any recent developments at your office during the course of the week.

Each week we will list all of the office locations and the news that has been reported, if your office is listed without any news, please feel free to send any newsworthy material to the IDG World UPDATE staff at IDG Headquarters. The newly featured column will be presented as follows:

IDG/C Argentina..................
IDC Australia ....
IDG/CI Australia -- Opens New Test Center
IDG/C Austria.......................
IDG/C Asia............................
IDC Asia................................
IDG/C Brazil..........................
IDG/C Denmark --Hosts visit of Chairman Pat
CW Framingham -- Holds off Ziff in heated challenge
CW France............................
CW Publikationen(Germany) --Prepares for 15th Aniversary celebration.

WE LOOK FORWARD TO HEARING FROM ALL OF YOU SOON!

IDG
WORLD
UPDATE
VOLUME 19, NUMBER 6
February 13, 1989

"As leaders in the information technology industry, we are in a powerful position at a crucial turning point in history. Our industry has the potential to alter the shape of the world. It's up to us to influence this change in a positive direction. This means both encouraging innovation and educating the public about the impact of those innovations on their lives. The Awards give our industry a chance for us to do both."

Patrick J. McGovern
Chairman of the Board
International Data Group

"Creating an opportunity to communicate the benefits of our industry to the world is a major thrust behind the Awards. In establishing a highly visible, prestigious series of Awards, we will extend an understanding of the benefits of technology beyond the walls of our industry. This extension becomes central as our industry emerges as the leading industry in the world."

Fritz Landmann
President
CW Publishing/Inc.

"We are delighted to cooperate with this effort to place before the world the names of individual citizens who make a large, positive difference to human welfare through the use of technological skill. People do matter; machines are their tools; the moral use of tools is a central theme in American history."

Roger G. Kennedy
Director
National Museum of American History

Visionaries to be Honored by *Computerworld* and the Smithsonian

Computerworld U.S. and the Smithsonian Institution have assembled an historic consortium of top executives in the computer industry to create the first awards program honoring the progressive use of computers to aid society. **Pat McGovern**, chairman of IDG, and **Fritz Landmann**, president and publisher of *Computerworld*, announced that the first *Computerworld* Awards for Innovative Use of Information Technology will be presented in New York City on June 20, 1989.

"The importance of recognizing the social, economic and educational benefits of technology is exemplified by the unprecedented recruitment of prominent CEOs to serve on the awards nominating 'Chairmen's Committee,'" said McGovern. "For the first time, leaders of what will soon be the world's largest industry have come together for the mutually beneficial purpose of educating society about the advantages of information technology. This may well become a virtual 'United Nations-style' forum for this industry."

The *Computerworld* Awards were created to spotlight heroes of technological innovation, to alleviate public misconceptions about technology and to clearly identify how technology benefits the lives of everyone.

"Technology is a powerful tool, spawning rapid change and leaving an indelible mark across all sectors of society," said Roger Kennedy, director of the Smithsonian's National Museum of American History. "Those who wield this tool are heroes whose work should be publicly honored."

The Smithsonian Institution will be the recipient of an annual grant generated from the awards. Award winners will be honored by a display at the museum's Information Technology Exhibition in the winter of 1990. Their names will be listed permanently in the museum.

"*Computerworld* believes that the time has come to create a forum for the information technol-

Continued on page 2

Computerworld's Awards
for Innovative Application of
Information Technology
In Association with
The Smithsonian Institution

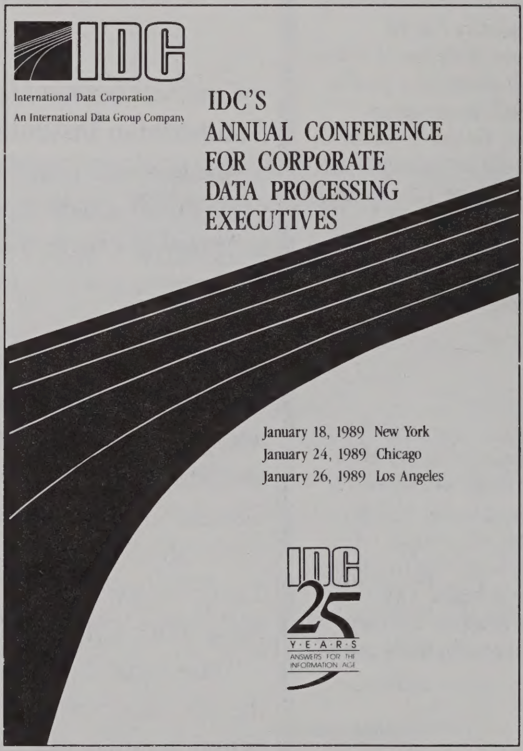
ogy industry," said Landmann. "Through the consolidated efforts of the CEOs on our Chairmen's Committee, the *Computerworld* Awards will strive to identify the critical human impact of information technology and to communicate this to the widest audience."

Award nominees will be chosen in the following categories: Business, Education, Energy, Finance, Government, Manufacturing, Media, Medicine, Transportation and Wholesale and Retail Sales. The judging committee is currently being organized. There will be three judges overseeing each category. A partial list of judges includes Theodore Levitt, editor, Harvard Business Review (Business); Lester Brown, chairman, Worldwatch (Energy); Ward Chamberlin, president, WETA (Education); James Burrows, director of the National Institute of Standards and Technology (Government); Ralph Nader, consumer advocate (Manufacturing); and Donald Burr, former CEO of PeoplExpress (Transporation).

Judging will take place in two phases. Finalists will be selected in early April and winners by May 15. All winners will be announced the evening of the dinner, June 20.

IDC REACHES OUT TO MIS EXECUTIVES

IDC U.S. recently completed a very successful three-city conference focusing on strategic planning for MIS executives. The conference was essential to the commitment of IDC to expand and improve its service for the MIS and data processing communities.



IDC
International Data Corporation
An International Data Group Company

IDC'S
ANNUAL CONFERENCE
FOR CORPORATE
DATA PROCESSING
EXECUTIVES

January 18, 1989 New York
January 24, 1989 Chicago
January 26, 1989 Los Angeles

IDC
25
YEARS
ANSWERS FOR THE INFORMATION AGE

Conference planners set out with two objectives in mind for the January sessions. The first was to provide attendees with the insight and guidance needed for them to excel in the world of information systems planning and management. The second was to demonstrate to the larger community that investment in top people and targeted services will enable IDC to regain its position as the leader in services for MIS and data processing executives.

According to **Curt Beaumont**, director of the Systems and Peripherals Technology Service at IDC, both objectives were realized. Beaumont noted that as a result of these conferences, "IDC has further demonstrated that it can go head-to-head with its toughest competition and emerge as the winner in both quality and service."

The conference tackled a host of challenges facing MIS executives, including systems strategies, end-user computing, communications, DEC strategies and directions in storage and large processor technologies. Large and attentive audiences in each conference city clearly demonstrated the demand for information on these topics.

IDC conference planners hoped to reach senior MIS executives, and in each location MIS and DP planners and managers accounted for over 90 percent of those in attendance. A majority of attendees were not IDC clients, which provided salespeople with an unparalleled opportunity to demonstrate the quality of IDC services. **Mary Anne Sinville**, manager of Marketing Services for IDC, attributed the diversity of this audience to intelligent advertising in *Computerworld*. "The *Computerworld* ads produced immediate results," said Sinville. "The calls started

Continued on page 4

A NEW LOOK FOR *TELECOMS INTERNATIONAL*

MENSUEL : 50,00 FF
Nº 12 - JANVIER-FEVRIER 88
TÉLÉCOMS
INTERNATIONAL
UNE PUBLICATION DE COMPUTERWORLD COMMUNICATIONS
RÉSEAUX PRIVÉS

OUT WITH THE OLD AND....

PROTECTIONNISME : LES USA ACCUSENT
TELECOMS
INTERNATIONAL
La Communication des Micros
LE PC S'OUVRE AU RNIS
PAGE 34
L'« AUTRE » TELEPHONIE MOBILE
PAGE 47

IN WITH THE NEW

Telecoms International, a publication targeting telecommunications companies, is currently adopting a new appearance. In 1986, Computerworld Communications S.A. published the first issue of the magazine, which today boasts a circulation of 12,500 issues.

In order to ensure that *Telecoms International* continues to meet the expectations of this vast readership, the publication is changing the design of its cover page. Modernized typography and superior coordination between the layout and its contents promise to help revitalize the editorial richness of *Telecoms International*.

A new and specialized item dedicated to telecommunications evolution in industrialized countries will also be introduced in the February 1989 issue. As a result, *Telecoms International*'s readers will be able to maintain a firm grasp on the activities of the telecommunications market in Europe in 1992. This market will likely represent 50 percent of all information systems in the 1990s.

"Working closely with permanent correspondents all over the world as well as with the group's press department will certainly reinforce the news quality of the magazine," said **Gerard Bidal**, publisher of *Telecoms International*. "An attractive cover page, and new layout and editorial information references confirm the great presence of *Telecoms International* on this expanding market as of February 1989."

The IDG family extends its congratulations to all the Computerworld Communications S.A. employees involved in producing this appealing new look for *Telecoms International*.

IDG TAIWAN INVESTS IN PEOPLE THROUGH TRAINING

PC World Taiwan held an innovative two-day training seminar for all employees on January 15 and 16.

Employees were asked to formulate their individual goals, objectives and plans for future growth at IDG Taiwan, after which they then made presentations to other team members.

"This activity allows employees to get to know their team members on a more personal level and understand what the objectives are for each person," said **David Chu**, managing director of IDG Taiwan.

An in-depth presentation was given to IDG Taiwan employees on the entire company's objectives, goals and operational targets. These were compared with the individual work plans and project ideas submitted by employees. This exercise proved to be very fruitful in building an overall understanding on how to grow together.

Employees were then invited to meet the president of Taiwan, Mr. Lee Den-Hwei, and have photographs taken with him (as seen in the February issue of *PC World Taiwan*).

Nuts & Bolts

CLASSIFIEDS

Car for Sale - 1983 Honda Civic; four door sedan; blue interior and exterior; air conditioning; AM-FM; no rust, no dents; 84K miles; $2,550. If interested please contact Bill at (508) 879-0700, ext. 728.

Boat for Sale - 20' 1984 Stingray bowrider; excellent condition; bought new in 1985. 190 hp Mercruiser, 150 hours. Many extras: SS prop, marine CB, seven life jackets, new fire extinguisher, hour meter, lighted compass, power steering, anchor, full swim platform, bait well/rod holders, ski storage, bilge pump, Caulkins roller trailer. Great boat for all interests. $9,500. If interested contact Ann at (508) 879-0700, ext. 341.

OPPORTUNITY

Enjoy a ski weekend - Waterville Valley Area. One-bedroom condo; sleeps four. Cable TV, sauna. Near all ski-93 mountains. $150/weekend or $250/week. Condo is also available for getaways during the summer months. If interested contact Tom at (508) 359-2020 (evenings).

BIRTH ANNOUNCEMENT

Congratulations! On January 21, 1989, **Adjo Poorter**, sales executive for IDG Netherlands, and his wife, Monique, celebrated the birth of their daughter, Laura Francoise. She weighed 6 1/2 lbs. and was 19 inches long.

EXCHANGE STUDENT

Young French women, 17 years old, living in Paris, studied 6 years of English, seeks an exchange with an American family, preferably with someone the same age. The dates are approximately from July 14th to August 2nd. The Boston area would be most desirable. If interested please contact Mr. Claude Bril; IMS Paris/Computerworld Communications S.A.; 185, avenue Charles de Gaulle; 92521 Neuilly sur Seine Cedex, France. E-mail: CWCI.C/Bril

Continued on Page 6

Continued from page 2

MIS EXECUTIVES...

coming in just hours after the paper hit the streets." Through the direct mail and print ad campaign, **Paula Zinck** was even taking registration requests from as far away as Paris, France.

Top speakers from IDC exceeded audience expectations with hard-hitting, descriptive presentations on important issues facing the MIS community. As always, attendees were asked for their evaluation of conference speakers. Honors for the highest ratings in each city went to IDC vice president **Aaron Goldberg**, who received high marks for both presentation skills and content.

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Sales Representative/Account Executive (ITI)

The primary responsibility of an ITI sales representative is to secure customer commitments for the various ITI database products and services within a defined geographic region. The position requires heavy emphasis on outbound call activity conducted primarily via the telephone. Some limited, short-term travel is also required. Other job responsibilities include developing an understanding of the information processing industry, producing regular sales forecasting/tracking reports, performing base level customer support and interfacing directly with ITI product management and support individuals. Previous sales experience is strongly preferred. High tech sales is a real plus. Direct involvement with a sales organization via a marketing or support function will be given consideration as well. A BS or BA (or greater) is also required.

Circulation Director (FCW)

Federal Computer Week is seeking an experienced professional to manage its circulation operations. Responsibilities include promotion and operations management, involving budgeting, direction of fulfillment and distribution; development, coordination and execution and analysis of circulation promotions primarily through direct mail and telemarketing. As a key member of the publication management team, the director will be responsible for market analysis and strategic planning and management, providing key financial, demographic and competitive circulation data to the publisher as well as to the editorial, sales and marketing departments. The successful candidate will have 3-5 years of controlled circulation experience; some paid circulation experience is desirable. Familiarity with BPA operations and computer literacy are essential.

Job Opportunities

Revised: February 8, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Staff Accountant	Framingham, MA	S. Perry	(508) 875-5000
IDG	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508) 875-5000
IDG	Accounts Payable/Data Entry	Framingham, MA	M. Cornetta	(508) 875-5000
IDG	Computer Operator (2nd Shift)	Framingham, MA	M. Cornetta	(508) 875-5000
WEC	Conference Administrator	Framingham, MA	S. Perry	(508) 875-5000
IDG/CI	List Telemarketer	Framingham, MA	D. Goldstein	(508) 879-0700
ITI	P/T Market Research -Executive/ Business Inrerviewers (French/English speaking)	Framingham, MA	A. Farias	(508) 872-2700
ITI	Sales Rep/Account Executive	Framingham, MA	S. Perry	(508) 872-2700
IDC	Bookkeeper/Staff Accountant	Framingham, MA	E. Ouellette	(508) 872-8200
IDC	Regional Account Executive	Iselin, NJ	D. Best	(201) 632-9222

CIO	Editorial Assistant	*CIO*, Framingham, MA	M. Blumenthal	(508)	879-0700
NWW	West Coast Correspondent	*Network World*, San Francisco, CA	J. Gallant	(415)	546-7722
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)	482-8470
DNP	Assistant to Publisher	*Digiital News*, Boston, MA	P. Keneally	(617)	482-8470
FCW	Circulation Director	Federal Computer Week, VA	A. LaHue	(703)	876-5100
PCW	Art Director	*Macworld*, San Francisco, CA	J. Borrell	(415)	546-7722
PCW	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415)	546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	A. Mello	(415)	546-7722
PCW	Research Assistant	*PC World*, San Francisco., CA	R. Ames	(415)	546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415)	546-7722
PCW	Human Resource Manager	*PC World*, San Francisco, CA	J. McGinnis	(415)	546-7722
PCW	Renewal Billing Manager	*PC World*, San Francisco, CA	H. Martin	(415)	546-7722
PCW	Direct Marketing Manager	*PC World*, San Francisco, CA	J. Bokar	(415)	546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	V. Ritondale	(415)	546-7722
PCW	Catalog Coordinator	*PC World*, San Francisco, CA	S. Van Leuven	(415)	546-7722
PCW	Receptionist	*PC World*, San Francisco, CA	S. Cox	(415)	546-7722
PCW	Ad Traffic Coordinator	*PC World*, San Francisco, CA	A. Foley	(415)	546-7722
PCW	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415)	546-7722
PCW	Associate Editor (2)	*Macworld*, San Francisco, CA	D. Ushyema	(415)	546-7722
PCW	Copy Editor	*Macworld*, San Francisco, CA	R. Henrich	(415)	546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	H. Martin	(415)	546-7722
PCW	Circulation Manager	*PC World*, San Francisco, CA	H. Martin	(415)	546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	S. Van Leuven	(415)	546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415)	546-7722
PCW	Account Manager (2)	*PC World*, San Francisco, CA	M. Browing	(415)	546-7722
IFW	Shipping Coordinator	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Senior Writer	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Marketing Assistant	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Editorial Assistant	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602

For more information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW/NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

New Employee Orientation Schedule for 1989

IDG will be holding New Employee Orientations for **IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

March 7
April 11
May 8
June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who have not already participated in the orientation should contact Mary Cornetta at IDG, Human Resources, x834, to schedule for the March 7th session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

IDC NEW EMPLOYEE ORIENTATION

IDC Human Resources will start new employees off on the right foot with the new and informative orientation. Scheduled dates are as follows:

March 7

All orientations will be held from 11:00 a.m. to 12:00 p.m. at 5 Speen Street in the 2nd Floor Conference Room.

Elaine Ouellette and Shelly Baskt will walk the new employee through the IDG companies, IDC and its services, and benefit information.

New employees who have not already participated in the orientation should contact Deborah Thistle, IDC Human Resources, x416 to schedule for the March 7th session.

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Have you recently…

_______ won an award?
_______ made a speech?
_______ completed a course?
_______ been appointed or promoted to a new position?
_______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

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Name ____________________
Department ____________________
Company ____________________
Phone/Ext. ____________________

Engagement/Marriages:
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Dept./Title ____________________
Spouse's name ____________________
Date ____________________
Place of marriage ____________________
Honeymoon? ____________________

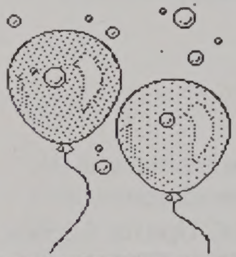
Births:
Name ____________________
Dept./Title ____________________
Spouse's name ____________________
Baby's name ____________________
Date of birth ____________________
Weight, Length of Baby ____________________

Continued from page 4

NUTS & BOLTS...

Birth Announcement

Congratulations! Valerie Sanclemente and her husband, Charlie, announced the birth of their daughter Kelsey Patricia. She was born on Saturday, February 11, 1989 and weighed 7.2 lbs.



IDG WORLD UPDATE

Editor
Deborah Butler

Assistant Editor
Mary Dolaher

Art Director
Deborah Butler

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
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IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex: 95-11-66-651; Fax: 508-879-4681; On-Tyme mailbox: IDG.D/BUTLER.

ANNIVERSARIES...

Two Years

Barbara Murphy	C.W. PUBLISHING
Jean Bozman	C.W. PUBLISHING
Joanne Kelleher	C.W. PUBLISHING
Paula R. Smith	C.W. PUBLISHING
Vera Chan	CW Asia
Joao Carlos Kiss	CW Brazil
Jose Monteserrat Escayol	CW Brazil
Maria Luiza de Andrade Leite	CW Brazil
Paulo Cesar Lopes Cardoso	CW Brazil
Francoise Perchenet	CW France
Pierre Iticsohn	CW France
Veronique Arene	CW France
Cheikh Dieye	CW France
Daniele Ringuenoire	CW France
Evelyn Tchoutakian	CW France
Frederique Laher	CW France
Christian Le Gall	CW France
Olivier Magnan	CW France
Vera Chan	CW Hong Kong
Rachel Keene	CW London
Anthea Barter	CW London
Evelyn Bercott	CW London
Ian Friend	CW London
Neil Raishbrook	CW London
Chris Joel	CW London
Jane Haworth	CW London
Islwyn Davies	CW London
James Bailey	CW London
Simon Stansfield	CW London
Patrick Kwok	CW Singapore
Dawn Kleinman	CW Singapore
Peter Andersson	CW Sweden
Susan Dobbie	CWCI Australia
Maxwell Fuller	CWCI Australia
Vincent Half	CWCI Netherlands
Eileen Trapp	Digital News
Joseph M Prewitt	Digital News
Allan J Towl	Digital News
Hugh Gibbs	ETSG London
Anne Armstrong	FCW
Timothy Karney	FCW
Carol May	FCW
Thomas Hanley	FCW
Ethel Muchnik	IDC
J. Carl Masi	IDC
Kathleen Chopek	IDC
Yong Sun Kim	IDC Asia
Sandy Jennings	IDC Asia
Dorothy Pratt	IDC Australia
John Johns	IDC Australia
Rik Verhowven	IDC Benelux
Tonia Jongsma	IDC Benelux
Macarena Soto	IDC Espana
Tiina Karhu	IDC Finland
Eric Izabelle	IDC France
Simona Antonietti	IDC Italia
Norella Moglia	IDC Italia
Michiko Fujiwara	IDC Japan
Anne-Lise Wang	IDC Scandinavia
Glenda Cudaback	IDG

IDG WORLD UPDATE

VOLUME 19, NUMBER 7

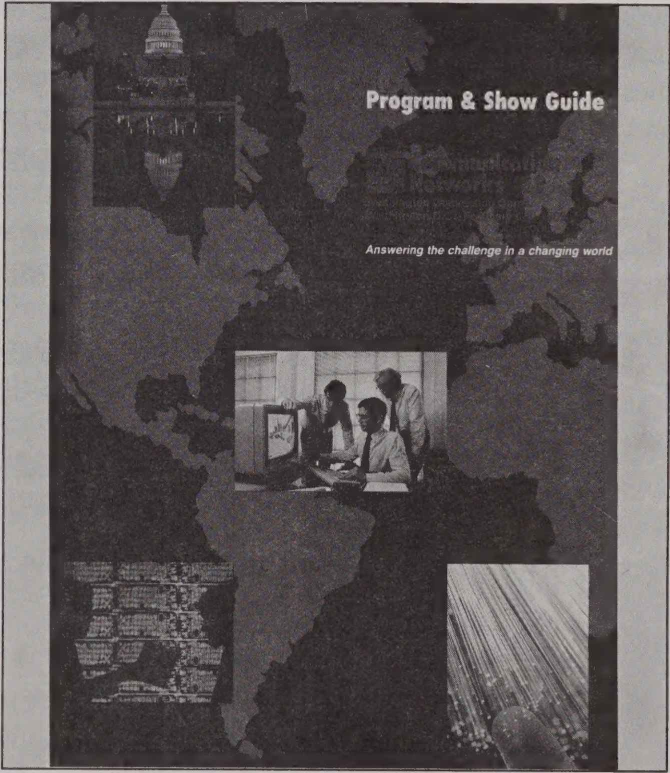
February 20, 1989

CN '89: A SMASHING SUCCESS

Washington — The eleventh annual Communication Networks Conference and Exposition opened its doors last week to a record breaking **19,700** attendees, who braved the cold in order to attend the two-and-a half day show.

"Communication Networks is the largest U.S. telecommunications trade show to furnish vendors with a platform for introducing new products," reported **William Leitch**, president of IDG's Conference Management Group and general manager of the show. "Due to the Presidential Inauguration several Washington-based shows were shortened in length, including ours." The Communication Networks exhibits generally run a full three days, with conference sessions lasting four days.

The show commenced with **Pat McGovern**, chairman of the board, giving a welcoming speech and introducing the keynote speaker to the podium. McGovern observed, "Your presence here today underscores the certainty of this revolution. The history of the Conference and Exposition illustrates that we are well beyond the takeoff point. Communication Networks started in 1979 with just over 1,000 attendees and 35 exhibitors."



IBM Communications vice president and general manager, Ellen Hancock, gave the standing-room-only keynote address, she spoke in regards to the importance of communications standards worldwide.

"This year we reformatted our conference program to accommodate the shorter week, holding eighteen tutorial sessions and over 80 general conference sessions between Monday morning and Wednesday afternoon. Attendance increased 18 percent over 1988, with the largest increase coming from the exhibit-only category," said Leitch.

David Bradway, manager of conference planning & development, coordinated the conference logistics. "New this year was an access control system, which requires attendees to run their name badge through a magnetic strip reader in order to gain admittance to each session. This program enables IDG CMG to develop a large data base on attendees,

Continued on page 2

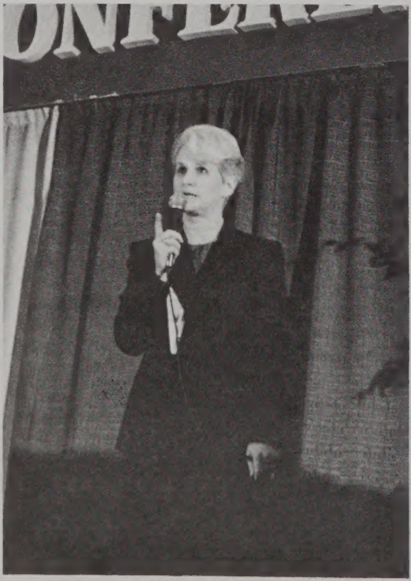
CN '89...

Continued from page 1

including their product and conference topic interests. This data will be incredibly valuable in determining future conference topics and in our marketing of upcoming shows."

According to **Nancy Thayer**, manager of public relations, "178 new products were introduced this year, up from 157 in 1988. Press coverage of these introductions also increased this year, with special sections on Communication Networks appearing in several industry papers. Conference attendees, speakers, and the trade press all received bound volumes of the new product introduction fact sheets."

IDG/C's *Network World* produced a special show section, the section was distributed on Monday morning to thousands of hotel rooms and from the IDG Communications booth on the show floor. **Gary Beach**, publisher of *Network World* reported, "Our show issue, including the special section, was the single, largest, weekly issue in terms of revenue in the history of *Network World.*"



Ellen Hancock Delivers the Keynote address

Communication Networks was designated a Foreign Buyer Program in 1989, by the U.S. Department of Commerce. **Dorothy Ferriter**, group manager of Conference Sales and coordinator of the program described the designation as "a prestigious award for Communication Networks. The program is designed to attract foreign buyer's of telecommunications and information services to tradeshows in the United States, and enhance U.S exports. We increased international attendance to over 1,300 this year, up from only a few hundred last year. Many of our foreign visitors were overwhelmed with the tremendous amount of information and the high quality of contacts made during the show." U.S. embassies and their foreign commercial officers formed delegations from 10 countries. Many of the foreign commercial officers are now in the process of organizing even larger delegations to the 1990 show.

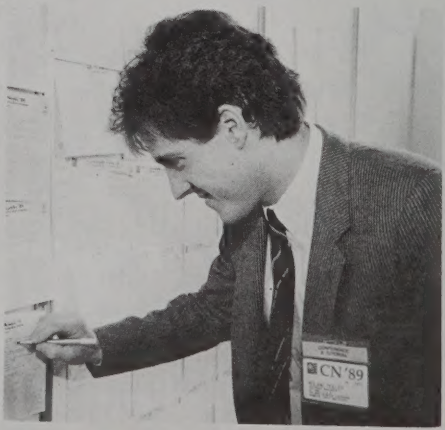
IDG
COMMUNICATIONS
IDG
COMMUNICATIONS

OVER 19,700 ATTENDEES CROWDED THE FLOORS AT CN '89

376 companies exhibited this year, including IDC and IDG/C publications, *Computerworld, Computerworld Focus on Integration, Network World, CIO magazine and Federal Computer Week.* "Exhibitors booked over 1,440 booths, up from 1,285 the previous year," according to **Robin Poulin**, Group Manager of Exhibit Services & Administration.

This year we had over 100 first time exhibiting companies. Following the 1988 show. The Communication Networks team conducted a strategic review of the show. Among the recommendations were changes in the marketing program, including the development of a fully-coordinated direct mail and conference sales response kit. **Susan Hadley**, Group Manager of Marketing Services coordinated the new program together with IDG's World Expo Marketing Services, under the direction of **Jonna Yager**. Although the ticket pieces returned at the show have not yet

Continued on page 3



Swiss Attendee Roland Muller at the International Business Center

People

Appointment

Network World announces the appointment of **Gail Runnoe** to Washington correspondent. She will start her new position on March 1. In this position, Runnoe will share news coverage responsibilities with **Anita Taff** and serve as backup to the Industry section.

Runnoe joins *Network World* from *Energy User News* (EUN), where she served as Northeast Correspondent based in Washington, D.C. *Energy User News'* format is similar to *Network World*, but focuses on a differrent technology area. The monthly publication reports on users of energy products, including heating, lighting, and other systems.

At EUN, Runnoe reported on the selection, installation and financing of energy and energy management systems, as well as state and federal energy policies and regulations.

Please join in welcoming Gail Runnoe to the IDG staff.

Network World also announces the appointment of **Anita Taff** as Washington, D.C. bureau chief.

Since joining *Network World*, Taff has produced a string of in-depth stories on key events and issues shaping the regulatory landscape. She has helped to increase *Network World's* visibility and has made them required reading for key players in this important arena.

In her new role, Taff will manage the day-to-day operations of

Continued on page 4

AMIGAWORLD SPONSORS AMIEXPO

AMIGA

IDG's *AmigaWorld* will be the exclusive North American publication sponsor for AmiEXPO, a company specializing in the coordination of Amiga-specific conferences and expositions.

This new arrangement will benefit both *AmigaWorld* and AmiEXPO as well as advertisers and attendees. It will provide increased marketing and sales support for current *AmigaWorld* advertisers and encourage new advertising from among other Amiga-oriented vendors. As well, Amiga user attendance is expected to increase substantially, resulting in a larger number of qualified sales prospects becoming exposed to the growing Amiga market.

EXPO attendees will be offered a discounted subscription to *AmigaWorld*. It will be available their booth or through the AmiEXPO show guide. *AmigaWorld* will also co-sponsor the VIP welcome reception.

"I feel that this agreement will be mutually beneficial, with each party contributing aspects of their own area of expertise," stated **Stephen Robbins**, publisher of *AmigaWorld* magazine. "It will also result in increased Amiga market credibility in the eyes of third party developers and potential Amiga buyers.

AmiEXPO and *AMigaWorld* will continue to coordinate strategies for all AmiEXPO shows in 1989. The next AmiEXPO will be held in New York City on March 3-5.

In The News . . .

CIO Magazine was recently featured in *Computer Publishing Advertising Report* (CPAR).

CIO will carry 400 ad pages in 1989, up from about 250 in 1988. Circulation is about 35,000 at the start of 1989 and may increase to 40,000 by the end of the year. "*CIO* will continue to solicit paid subscriptions from subscribers who do not qualify as senior information executives, but will not initiate a paid subscription," reported publisher, **Joe Levy**.

CN '89...

Continued from page 2

been fully tabulated, a program to encourage exhibitor mailing of guest tickets appears to have been a tremendous success.

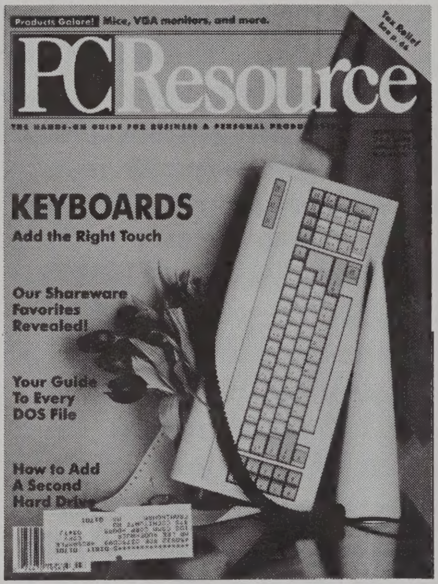
Logistically, Communication Networks '89 was tougher than in the past. **Bill Sell**, vice president of the division, reported, "We moved over 1.4 million pounds of freight in and out in record time. Assisting us were over 250 Teamsters to move freight, and 100 carpenters to assemble booths. 12 shuttle buses transported attendees between 4,000 hotel rooms in 28 hotels."

Communication Networks '90 is scheduled for February 5 - 8, 1990, at the Washington, D.C. Convention Center and the adjoining Ramada Renaissance hotel.

AD SALES AT *PC RESOURCE* ON THE UPSWING

THE CLONE REPORT 40 CLONES COMPARED AND RATED
PC Resource
THE PRACTICAL GUIDE TO MS-DOS C
HOW TO BUY A HARD DRIVE
100+ reviews in this issue
DESKTOP ORGANIZERS
16 cures for computer chaos
INSIDE YOUR PC A basic guide to how it works
RATING THE SPREADSHEETS The score: Quattro 5 Excel 3

BEFORE


Products Galore! Mice, VGA monitors, and more.
PC Resource
KEYBOARDS Add the Right Touch
Our Shareware Favorites Revealed!
Your Guide To Every DOS File
How to Add A Second Hard Drive

AFTER

PC Resource has just closed its latest issue with an incredible increase in ad pages, soaring from 118 to 147 pages for the April issue. **Tom Rousseau**, national sales director for *PC Resource*, attributed the success to a good product made great.

After conducting four subscriber studies, *PC Resource* identified and defined a mission to serve the medium, small and home markets. The March '89 issue initiated several changes. With the work of **Debbie DePeyster**, editor-in chief, and **Ross Frick**, art director, the editorial is now easier to grasp and the covers, design and layout are more appealing to the eye.

"With the guidance of **Steve Twombly**, publishing director, the editorial and sales departments work in harmony, as a team," Rousseau said.

The Fortune 500 market has a 99 percent computerization saturation rate, while the small business market has only a 45 percent saturation rate, thus allowing for the tremendous growth potential of *PC Resource.*

Special recognition goes to **Beth Dudas**, *PC Resource*'s sales representative in southern California, for her fine sales efforts. Credit is also due to **John Rousseau**, *PC Resource*'s sales representative in Chicago, who in two months increased his ad revenue from $65,000 to $124,000, helping to bring the magazine to where it is today.

People ...

Continued from page 3

oversee the work of our new Washington correspondent.

Please join in congratulating Anita on this well-deserved promotion.

Appointment

Barbara Hoy has been appointed Northeast sales representative of *AmigaWorld*, in addition to her position as sales representative for the same territory on *RUN* magazine, the publication for the Commodore 64 and 128.

Hoy brings six years of publishing experience to *AmigaWorld*. Prior to joining the company, Hoy was at Helmer's Publishing Company, working as an Advertising sales representative for *ID Systems* magazine. Preceding her position at *ID Systems*, Hoy was advertising supervisor for *Byte* magazine.

"Barbara has contributed greatly to the success of *RUN*," said **Stephen Robbins,** publisher of *RUN* and *AmigaWorld*, "and I have no doubt that she'll perform as outstanding in this well-deserved position with *AmigaWorld.*"

International Data Corporation (Framingham) has released the conference schedule for the Spring of 1989. The schedule is as follows:

Date	Topic	Location
March 1	Industry Briefing Session	Washington, DC Hyatt Regency Arlington, VA
March 2	Industry Briefing Session	New York, NY Marriott Marquis
March 8	Industry Briefing Session	Santa Clara, CA Santa Clara Marriott
March 9	Industry Briefing Session	Irvine, CA Irvine Marriott
March 15	Industry Briefing Session	Boston, MA Copley Plaza
April 30 May 3	IDC Executive Conference	Miami, FL Doral Country Club
May 15	European Briefing Session	London
May 17	European Briefing Session	Paris
May 19	European Briefing Session	Milan
May 22	European Briefing Session	Frankfurt
May 24	European Briefing Session	Copenhagen
May 26	European Briefing Session	Amsterdam
May 29	Pacific Briefing Session	Melbourne, Australia
May 30	Pacific Briefing Session	Sydney, Australia
June 2	Pacific Briefing Session	Singapore
June 5	Pacific Briefing Session	Hong Kong
June 7	Pacific Briefing Session	Taiwan
June 9	Pacific Briefing Session	Korea
June 13	Pacific Briefing Session	Japan

For additional information, you may contact Shelley Bakst at IDC, (508) 872-8200 x275, for press information or Paula Zinck at IDC for registration information.

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______ completed a course?

______ been appointed or promoted to a new position?

______ participated in community activities?

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____

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NAME ______________

COMPANY ______________

DEPARTMENT ______________

PHONE/EXT. ______________

ENGAGEMENT/MARRIAGES:

NAME ______________

DEPT./TITLE ______________

SPOUSE'S NAME ______________

DATE ______________

PLACE OF MARRIAGE ______________

HONEYMOON? ______________

BIRTHS:

NAME ______________

DEPT./TITLE ______________

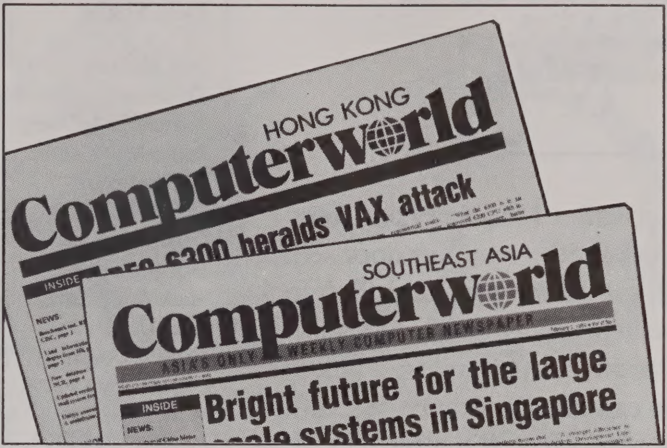
SPOUSE'S NAME ______________

BABY'S NAME ______________

DATE OF BIRTH ______________

WEIGHT, LENGTH OF BABY ______________

ASIAN COMPUTERWORLD COMMUNICATIONS: ACTION ORIENTED



Computer personnel recruitment advertising is proving to be a big success for the team at Asian Computerworld Communications. Although recruitment advertising had been included in the company's two weekly publications, *Computerworld Hong Kong* and *Computerworld Southeast Asia* since their inception in 1984, results had been varied.

In August 1988, assistant publisher/operations, **Micaela de Almeida** was given the responsibility to dramatically expand the recruitment advertising in both papers. With an emphasis on attracting ads for senior computer industry personnel, the campaign began to pay dividends and the volume of placements increased substantially.

In October, ads placed in *Computerworld Hong Kong's* senior appointments section outnumberd those in the *South China Morning Post* (a daily newspaper with extensive readership), and the same result was achieved this past January. Placements in *Computerworld Southeast Asia* also increased, and in January advertising executive **Claire Chua** exceeded her targets for the month in just two weeks.

Miceala de Almeida attributed the success of the campaign to the focus of senior personnel appointments, in keeping with *Computerworld's* focus on managers and executives in the Southeast Asian computer industry.

IDC INTRODUCES NEW AD CAMPAIGN

Who can provide global return on your high tech research dollars?

IDC's new corporate ad, will kick-off the 25th anniversary celebration. The ad is part of a highly creative and ambitious IDG corporate advertising campaign designed to promote the worldwide business of IDG and its capability of providing the highest quality services and product in the industry.

The ad reads: "Whether your high tech research needs are international or domestic, International Data Corporation is the answer.

From coast to coast and in 23 countries, IDC brings vision, perspective and expertise to technology research: vision from the global breadth of its resources, perspective from 25 years in the business, and expertise from its worldwide team of senior analysts.

IDC Technology Services Group delivers market data, industry analysis, strategic guidance, and consulting services to the *MIS* and vendor communitites. IDC Financial Services Corporation is the industry standard for residual values and market trend forecasts. IDC Washington, Inc. is the authoritative source on industry-specific information and consulting services. IDC's subsidiary, LINK Resources Corporation, is the leading consulting and research firm in the electronic information services industry."

Nuts & Bolts

For sale - 1986 Chrysler New Yorker 5th Ave; four door sedan; grey-blue in color; anti-theft lock; luxury package; P/S, P/B; all electric; 27,000 miles; 2 years left on extended warranty. $13,000 or best offer. If interested, please contact Pamela Leslie at (508)879-0700, extension 399.

Needed: A backup ride to and from Cleveland Circle (Brookline/Brighton) to IDG. Will share expenses. Please call Sharyn at 875-5000, extension 329.

IDG WORLD UPDATE

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ANNIVERSARIES

Two Years

Ann Mackay	IDG CI
Claudette Sears	IDG CI
Patricia Lang Barry	IDG/P
James McBrian Jr.	IDG/P
Michael Perlis	IDG/P
Peter Slingluff	IDG/P
Deborah Sibony	InfoWorld
Jeffrey Angus	InfoWorld
Mark Brownstein	InfoWorld
Peter Perry	InfoWorld
Cynthia Guerra	InfoWorld
Daniel Orum	PC W Communications
Mark Hurlow	PC W Communications
Jennifer Walker	PC W Communications
Lynn Ingham	PC W Communications
Steven Cox	PC W Communications

One Year

Helen-Chantal Pike	C.W. PUBLISHING
Robert E Block	CIO PUBLISHING
Ann Graves	CONNELL COMMUNICATIONS
Nan Fornal	CONNELL COMMUNICATIONS
Dieter Eckbauer	CW Germany
Dorothea Amin	CW Germany
Erika Schoenberger	CW Germany
Ingeborg Oberlaender	CW Germany
Renate Gutjahr-Partusch	CW Germany
Ulrike Pape	CW Germany
Gordon Almeida	CWCI Australia
Alexandra van Aalst	CWCI Netherlands
Deborah McKenna	Digital News
Philip Clifford III	Digital News
Margaret Scullion	ETSG London
Eben Townes	IDC
John E Ferrie	IDC
Mary Conti Loffredo	IDC
Jack I Epstien	IDC
Janet B Botazzi	IDC
Leslie Wilson	IDC
Gregory H Brown	IDC
Alan Farias	IDC
Andrew Sambrook	IDC
Deborah Narel	IDC
Jennifer Johnson	IDC
Kathleen Hambright	IDC
Arthur Hutchinson	IDC
Lisa Nylander	IDG
Michelle LaJeunesse	IDG
Mary Cornetta	IDG
Richard Teeling	IDG/P
Michael McGoldrick	IDG/P
Douglas Apelian	IDG/P
Angellee Choi	InfoWorld
Mari Eliza	InfoWorld
Martin Marshall	InfoWorld
William Agius	InfoWorld
Christina Erickson	InfoWorld
Erica Baccus	InfoWorld
Alex Khaloghli	InfoWorld
John Mulcahy	ITI London
Sharon McCarthy	ITI London
Margaret Fischer	LINK Resources
Paul Young	LINK Resources
Robert S Brown	Network World

IDG
WORLD
UPDATE
Volume 19, Number 8
February 27, 1989

Computerworld Rebounds To #1

COMPUTERWORLD

INSIDE

Snoopers see MIS as Dr. No

Prison term for first U.S. hacker-law convict

Driven by outstanding January and February advertising sales, *Computerworld* has surpassed *PC Week* to regain its position as the number one business publication in America.

"As stated in the industry publication *CPAR*,, advertising revenues for *Computerworld* in January of '89 showed a healthy 6.6 percent increase when compared to January of '88," said *Computerworld* publisher Fritz Landmann. "Market share for the same period reached an historic high of 61.4 percent. *Computerworld* figures for the month of February are significantly ahead of last year's results."

The return of *Computerworld* to its number one position is indicative of the constantly growing influence of MIS managers, who are primarily responsible for the corporate purchase of PCs and communications systems.

"The newspaper's continued editorial excellence is demonstrated by its selection as 'The Best Computer Newspaper' by the Computer Press Association in 1988," said Landmann. "The award-winning editorial and our strong marketing and selling efforts to stay close to the customer have been the key reasons for *Computerworld*'s 1989 rebound."

TWO IDG/P PUBLICATIONS CAPTURE AWARDS

EXTENDING MS-DOS • DEVICE DRIVER DILEMMA • EUROREPORT
CD-ROM
review
THE MAGAZINE OF OPTICAL PUBLISHING
APPLE JOINS THE CHIPS.

IDG Peterborough was buzzing with excitement last week after receiving notification that the company had captured two out of five awards in a national magazine cover competition.

The trade publication *Magazines and Booksellers* has sponsored the annual competition for the last five years, offering awards for the top 50 magazine covers in ten different categories. IDG Peterborough claimed first place with *CD ROM Review* and fifth place with *PC Games* in the category for the best computer magazine newsstand cover.

Debbie Walsh, who works in the circulation department at IDG, entered the covers in the competition. After conferring with the art directors and deciding which covers were the most effective, Walsh submitted one from each of IDG/C's magazines. She also wrote a fifty word description to accompany each entry, explaining why she thought the cover had newsstand appeal.

CD ROM Review won first place with its April 1988 cover, pictured above depicting three oversized CD ROMs rolling down an unmarked highway. On the distant horizon, the mountains rise up into a deep blue sky dappled with clouds, while the cover story asks the question, "Evaluating the CD-ROM Industry: Where Is It Headed?"

"The illustration zeroes in on answers," said Walsh, "but really, there are no answers."

PC Games came in fifth place with its portrayal of a carnival scene in the December 1988 premiere issue. The award was a particular source of encouragement for the staff of *PC Games.*

"*PC Games* was a real sellout," said Walsh. "People have been coming out of the closet. They have always used their computers for games, but until now they were afraid to admit it."

PC Resource's
PC GAMES
PREMIER ISSUE
HOLIDAY BUYER'S GUIDE
A Carnival of Fun!
450+ GAMES INSIDE
and more!

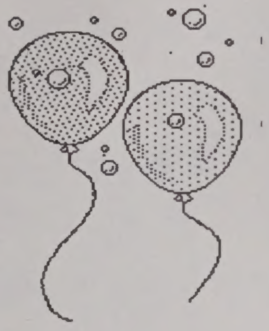
Working on the cover of *CD ROM Review* last August was a fantastic opportunity for Walsh because it meant being able to contribute to a national monthly magazine. She recently made a timely move to *InCider*, where she had a hand in designing the magazine's new look for its upcoming March issue.

Other people at IDG Peterborough have contributed invaluable resources to its current success. **Linda Sweeney** worked in editorial and ad design at *BYTE* magazine and was a quality control manager at *Popular Computing* before coming to IDG Peterborough.

Lou-ann Morin has been with IDG Peterborough for almost two years. She started with the new products division and later moved to *80 Micro.* She then moved back to the new products division and became art director of *Portable Computing Review*

Continued on page 8

Anniversaries



Fourteen Years
Marion W Kibbee-IDG CI

Thirteen Years
Richard J Priante-Network World
Rainer Oberlaender-CW Germany

Twelve Years
Birgitta Wistmar-CW Sweden

Ten Years
Giorgio Saluti-IDG/P
Alice Coronella Walsh-CW PUBLISHING

Nine Years
Kim Pennett-CW PUBLISHIG
Steven Sieck-LINK Resource
Delia Daniels-InfoWorld

Eight Years
Joanne Boiardi-CW PUBLISHING
Charlene Beaulieu-IDG/P
Arlene Clemens-IDC

Seven Years
Edelgard Hartwig-CW Germany
Magdalena Axelsen-IDG Denmark

Six Years
Andreas Foerth -CW Germany
Ulrike Frimberger-CW Germany
Corinne Kody-IDC
Josefina Lavin-IDC Espana
Mare-Anne Jarvela-IDG/P
Carl Marchi-CW PUBLISHING
Glenn Rifkin-CW PUBLISHING
Timothy J Caffrey-IDC
Deborah Walsh-IDG/P
Eric C Bender-PCW Communications
Marjorie Grubic-IDC

Five Years
Willem Koole-CWCI Netherlands
Maryann E Depietro-PC W Communications
Sonia Aguiar L. de Abreu-CW Brazil
Gail Rizzo-CW PUBLISHING
Mary Rinaldo-CW PUBLISHING
Veronica Drysdale-CW Singapore
James Cloutte-CWCI Australia
Deborah Fickling-CW PUBLISHING
Abdul Said-CW Singapore
Iris Clench-CWCI Australia
Sylvie Billard-IDC France
Michele Paradis-IDG/P
Wes Nihei-PC W Communications
Victoria Harding-IDG
Sieglinde Poeschel-CW Germany
Margitha Brunstroem-CW Sweden
Keith Johnson-IDG/P
Laura Cameron-IDG

Four Years
Paulo Ferreira Santos-CW Brazil
Patricia Faherty-CW PUBLISHING
Marilyn McMaster-IDG/P
Tim Walsh-IDG/P
Alain Paccagnella-CW France
Lola Ulacio-CWCI Venezuela
Kelly Shea-CW PUBLISHING
Allan J. Davies-IDC Australia
Karol Lange-CW PUBLISHING
Laurie J Flynn-InfoWorld

Three Years
Maria Hernandez-IDC Espana
Ana Lucia Nebias dos Santos-CW Brazil
Silvia Helena Perche Bassi-CW Brazil
Linda Lewis -CW France
Angela Cowley-CWCI Australia
Simon Willsmer-IDC
Christopher Hallgren-IDC
Deborah Goldstein-IDG CI
John Wardley-IDC
Kelly Maxfield-IDC Australia
Linda Gorgone-CW PUBLISHING
George Newman-IDC
Martha Watjen-World Expo
Amy Cortese-CW PUBLISHING
Linda Simon-InfoWorld
Roseline Dantan-CW France
Stanley Gibson-CW PUBLISHIG
John McDonough-CW PUBLISHING

Two Years
Kerstin Cedergren-CW Sweden
Dorothea Wendeln-Muenchow-CW Germany
Alda Cristina Surerus Campos-CW Brazil
Nelly Ramirez-CWCI Venezuela
Bert de Jong-IDC Benelux
Patsy Ho-IDC China
Jose Rafael A. de Anchieta-CW Brazil
Mario Luiz A. Behring-CW Brazil
Kathryn Kress-CW PUBLISHING
Alice Greene-IDC
Maryanne Sinville-IDC
Olivier Protard-IDC France
Michael Comendul-IDG/P
Moira Saucedo-FCW
Paul Mercer-CW PUBLISHING
Fatima Lourenco G. Villela-CW Brazil
Marilyn Hunter-CW PUBLISHING
Faith Harbold-IDC
Marty Garchar-PCW Communications
William Segovia-PCW Communications
Teis Knuthsen-IDC Scandinavia
Thomas Lo-CW Hong Kong
Benny Almqvist-CW Sweden
Mats Hedberg-CW Sweden
James Kotsaftis Jr.-CW PUBLISHING
Nina Mattsoff-CW Sweden
Nancy Niero-IDC
Stephen Tozeski-IDC

Continued on page 8

Awards...

Continued from page 2

and *PC Games*.

Morin previously won a "Society of Publishers Award of Achievement" for a computer cover design.

The box to the right is the new employee introduction sheet that will be distributed to all new employees so that we can introduce them to the company.

IDG WORLD UPDATE

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Welcome Aboard

New Employee Introduction Sheet

In order to introduce new members of the IDG family to fellow employees, we ask that new employees complete the following questionnaire. These sheets can be forwarded to Deborah Butler, editor, *IDG World UPDATE* or your division's Human Resource Department. The information will appear in the "People" section of the UPDATE.

Division of IDG you are employed by? ____________________

Position or title? ____________________

Responsibilities? ____________________

Prior position and company? ____________________

Prior Responsibilities? ____________________

Educational background: ____________________

____

Any hobbies or interests? ____________________

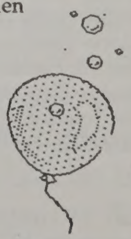
____

Anniversaries...

Penny L. Stevens-IDG
Brenda Shipman-IDG CI
Gina Damghanian-InfoWorld
Marie Keyes-CW PUBLISHING
Lars Billstroem-CW Sweden
Simon Duncan-CW London
Mark Sullivan-CW PUBLISHING
Toula Mantis-CWCI Australia
Arnold Levine-FCW
Olive Shilland-FCW
Patt Chisholm-FCW
Ken Polden-IDC Asia
Kenneth Polden-IDC Australia
Paula Jean Noonan-IDG/P
Patty Davis-InfoWorld

One Year

Barbara Urbaniak-CW Germany
Sylvia Sprenger-CW Germany
Gregg Pinsky-CW PUBLISHING
J.A. Savage-CW PUBLISHING
Lachie Hill-CWCI Australia
Judy Garcia-CWCI Venezuela
Bruce Stephen-IDC
Jeffrey Calnan-IDC
Laura Sears-IDG
Marylou Dwyer-IDG
Janet Parks-InfoWorld
Cathi Tucker-PCW Communications
Fredrik Kinnunen-CW Sweden
Amy G Schmitt-PCW Communications
Christopher F Deflorio-IDC
Clarice E Abney-IDC
O'Brian Vaillancourt-IDG/P
Laura A Didio-Network World
Joan Ahern-CONNELL COMMUNICATIONS
Maximo Pimentel-CWCI Venezuela
Liza Weiman-PCW Communications
John Flynn-IDC Asia
Kevin Burns-CW Publishing
Linda Bussiere-IDG/P
Sandra Turgeon-IDG/P
Martin Duross-IDC
Timothy Coombs-IDG/P
Desiree M Waitt-InfoWorld
Stuart Johnston-InfoWorld
Elizabeth A Pappas-Network World
Carol Felde-PCW Communications
Jo Mueller-IDC
Jo Rodgers-InfoWorld
Claire Gillan-IDC
Cynthia Banker-IDC
Robert W Weibel-PCW Communications
Sandra Bonafede-PCW Communications
Kristina Molin-CW Sweden
Robert Russo-IDC
Susan Roberts-IDC
William Joiner II-IDC



MAR 9 1989

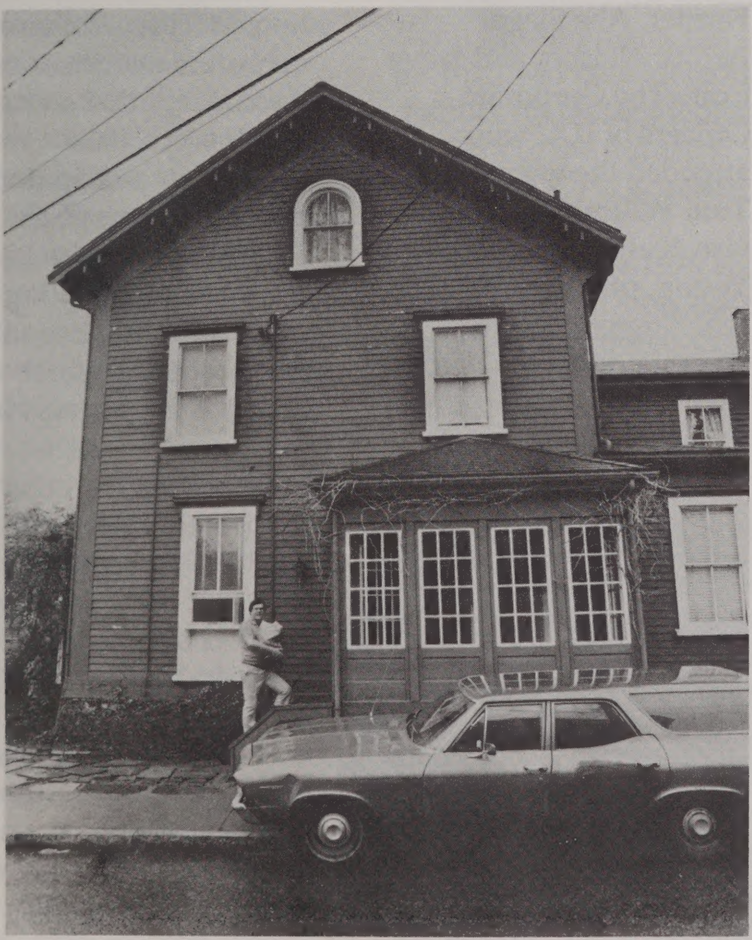
↓ Mary ↓ Debbie Some editing suggestions! Pat

IDG WORLD UPDATE

Volume 19, Number 9 March 6, 1989

The Gray House

Where it all Started...



The "Grey House"
355 Walnut Street

IDC 25 YEARS ANSWERS FOR THE INFORMATION AGE

On Monday, February 27, employees and guests gathered together at Five Speen St. to join in commemorating the 25th Anniversary of IDC.

A festive breakfast kicked off the day's events at 8 a.m., setting the tone for what promised to be a high-spirited and exciting ~~afternoon~~ day of celebration.

The fourth floor library, arranged in a theater-like atmosphere provided the scene for a performance of The IDC Story: The First 25 Years. Playbills were distributed at the entrance of the transformed "Speen Street Playhouse" as employees took their seats for

Continued on page 2

PAT MCGOVERN, MARTIN WHITE, AND JACK HART ENJOY THE SLIDE SHOW PRESENTATION

the show.

Tom Swithenbank, president of IDC, started off the commemoration by reciting IDC's beginnings and thanking **Patrick McGovern**, chairman of IDG and founder of IDC, for his vision, consistency, and long-standing efforts to make IDC's visions a reality. IDC was founded on February 27, 1989. The company's first office was actually located at McGovern's house, the "Gray House" as it came to be known, at 355 Walnut Street in Newtonville, Massachusetts.

Many people over the years have contributed to the success of IDC and have helped to keep a perspective on the company. The longstanding ~~board members~~, which include **Pat McGovern**, chairman; **Walter Boyd**, president of IDG; **Bill Murphy**, executive vice president of finance; ~~**Ted**~~ **Bloom**, controller; **Axel Leblois**, president of IDG Communications; **Mary Dolaher**, corporate clerk. The outside directors are: Harlan Anderson, Robert Farmer, Abe Siegel, Arthur Nelson, and Steve Coit. The Corporate Officers of IDC who attended the event were: **Tom Willmott**, executive vice president; **Marina Young**, president of IDC Washington; **Diane Gamble**, vice president; **Charlie Greco**, president, financial services; and **Paul Earl**, president of ITI. **Martin White** and **Kate Oakley** from the ETSG group in London, and **Alain Cousin**, managing director of IDC Belgium joined in the festivities. In addition, some of the former IDC players attended the event, they included: **Max Eveleth; Bill Leitch**, president of CMG; **Bill Sell**, vice president of the CMG; **Joe Levy**, publisher of CIO; **Bill Ford, Harry Henry, John Gantz**, and **Grace Polishook.**

IDG executives involved with IDC

not board member

never a board member

PAT MCGOVERN, HIS WIFE, LORE DISPLAY GIFT PRESENTED BY CHARLIE GRECO

Act One: Following Swithenbank's introduction, McGovern shared the corporate overview and the concept that started IDC back in 1964. McGovern anticipated the changes in computer automation industries that were just formulating into the insight that began his first challenge which was to refine the concept of the computer census, which estimated the number of computers sold in the world. The census was included in IDC's first product to customers, a newsletter called the *EDP Industry Report*, now known as *The Gray Sheet*. IDC started as information technology began to spread and ~~infect~~ mankind throughout the world. The world began to see that any technology

doesn't make sense

Effect

that becomes a significant market had has to amplify the power of ~~the~~ people in some significant way. It then can be ~~must become an~~ exchanged for reasonable values and these values will then ~~become~~ create a healthy market. McGovern added, "Computers amplify the memory power of man's mind ~~to be able~~ to store many more facts and have them retrievable, ~~and people need the information to have it to analyze.~~ They also have ~~We then have~~ the abililty to process a great number of facts and see comparisons ~~and~~ in data which allow people to have much more reasoning power and amplify their power to think and to reach more effective conclusions." The conclusion ~~at that point~~ was that information technology would be the most important technology that mankind would ~~have and would~~ experience.

Act Two: The 1960's. While responding to customer interest about how many computers were sold through the census, and breaking leading-edge industry stories in *The Gray Sheet*, IDC began to sell the concept of the Datafile, a database of computer installation sites. The Datafile answered the customer's need to know which companies were pioneering the use of computer technology. The idea appealed to prospective customers such as Sperry Univac (now Unisys), who were willing to pay for the development of the product. Upon development, the product was considered the premier marketing tool for vendors in the industry. In 1969 the IDC/U.K. office was incorporated.

JOE LEVY PRESENTS PAT MCGOVERN WITH A HAND- SEWN IDC LOGO

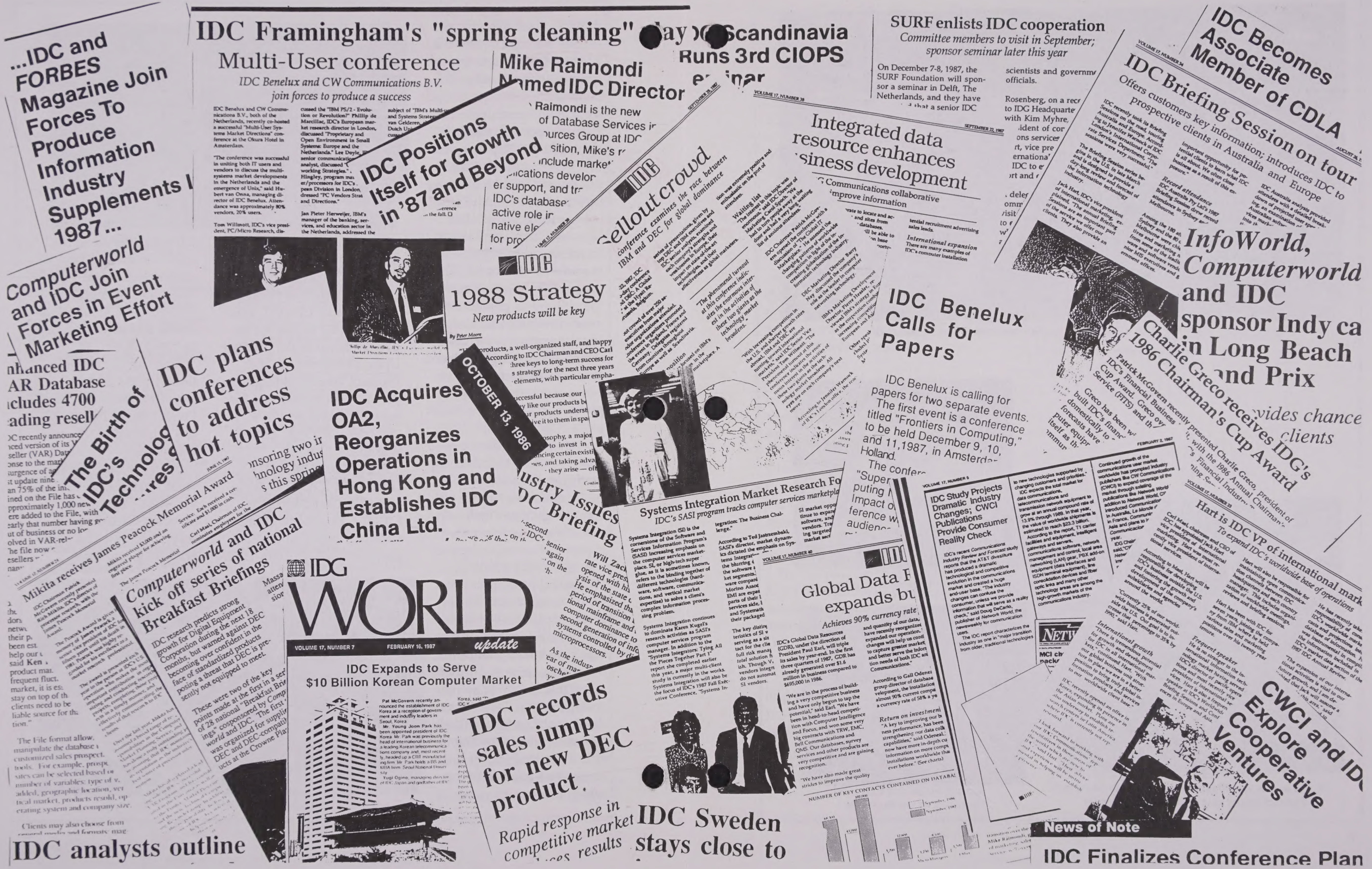
Act Three: The 1970's. Until 1970, IDC's products were *The Gray Sheet*, The Datafile, proprietary consulting projects, and multi-client studies. In 1969, IDC conceived of the idea to provide continuous information services. In 1970, the Corporate Planning Services was ~~ensconced~~ initiated for vendors. It became recognized as the premier research and analysis service in the industry. Services for users began in 1976. With the establishment of Corporate Planning Services, IDC had a renewable base of customers. From 1975 to 1979, IDC opened offices in Germany, Japan, Australia, and the first office in Washington, DC.

Act Four: The 1980's. Growth and expansion is what this decade boasts. From 1980 to 1989, IDC has acquired LINK, and moved its corporate office to Framingham. Offices were started in Scandinavia, Asia, France, Italy, Sweden, Canada, Norway, Belgium, The Netherlands, China, and

Continued on Page 5

PAT MCGOVERN ADDRESSES THE VISION FOR IDC

IDC CELEBRATES 25 YEARS



...IDC and FORBES Magazine Join Forces To Produce Information Industry Supplements I 1987...

IDC Framingham's "spring cleaning" day

Multi-User conference

IDC Benelux and CW Communications B.V. join forces to produce a success

IDC Benelux and CW Communications B.V., both of the Netherlands, recently co-hosted a successful "Multi-User Systems Market Directions" conference at the Okura Hotel in Amsterdam.

"The conference was successful in uniting both IT users and vendors to discuss the multi-systems market developments in the Netherlands and the emergence of Unix," said Hubert van Onna, managing director of IDC Benelux. Attendance was approximately 80% vendors, 20% users.

Tom Willmott, IDC's vice president, PC/Micro Research, discussed the "IBM PS/2 - Evolution or Revolution?" Phillip de Marcillac, IDC's European market research director in London, discussed "Proprietary and Open Environment in Small Systems: Europe and the Netherlands." Lee Doyle, IDC senior communications analyst, discussed "... working Strategies." ... Hingley, program ma... er/processors for IDC's ... pean Division in London, ... dressed "PC Vendors Strat... and Directions."

Jan Pieter Herweijer, IBM's manager of the banking, services, and education sector in the Netherlands, addressed the subject of "IBM's Multi-... and Systems Strateg... van Gelderen, ... Dutch Uni...

...the fall. □

IDC Positions Itself for Growth in '87 and Beyond

Mike Raimondi Named IDC Director

...Raimondi is the new ... of Database Services in ... ources Group at IDC ... sition, Mike's r... include market... plications develop... er support, and tr... IDC's database ... active role in ... native ele... for pro...

IDC Scandinavia Runs 3rd CIOPS Seminar

SURF enlists IDC cooperation

Committee members to visit in September; sponsor seminar later this year

On December 7-8, 1987, the SURF Foundation will sponsor a seminar in Delft, The Netherlands, and they have ... that a senior IDC ... scientists and governm... officials.

Rosenberg, on a rec... to IDG Headquarte... with Kim Myhre, ... ident of cor... ons service... rt, vice pre... ernationa... IDC to e... rt and ...

IDC Becomes Associate Member of CDLA

VOLUME 17, NUMBER 38 SEPTEMBER 25, 1987

...ellout crowd

conference examines the race between IBM and DEC for global dominance

...22, 1987, IDC ...day conference ...d DEC: A Global ... at the Hyatt Re... russels, Belgium.

...ut crowd of over 250 se... executives from major ...ndor organizations attended. ...onference organizers promoted the event in England, France and Germany. Delegates registered from countries throughout Europe as well as Scandinavia.

...series of presentations, given by top DEC and IBM executives and IDC senior analysts, examined each company's strengths and weaknesses in Europe, their impact on state-of-the-art technologies, and their effectiveness as global marketers.

"The phenomenal turnout at this conference indicates the enormous interest in the activities of these two giants as the technology market broadens."

...tion was extremely positive and enthusiastic on the part of attendees.

Waiting list

The interest in this topic was enormous," said IDC Director of Marketing Carol Spoch. "We had to turn people away at the door and had a very long waiting list of anxious attendees."

IDC Chairman Patrick McGovern opened the conference with a discussion of "The Global IT Marketplace." He assessed the changing patterns of worldwide competition in light of the increasing globalization of the information technology industry.

DEC Marketing Director Barry Nay discussed the company's role as the leader in computer networking technology.

IBM's Marketing Development Director, Pierre Hessler, reviewed IBM's strategy in Europe as the corporation combats increasing competition ... European and As...

"With increasing competition in the U.S. and sharper growth rates abroad, IBM and DEC are turning toward international markets," said IDC Senior Vice President Tom Willmott. "The phenomenal turnout at this conference indicates the enormous interest in the activities of these two giants as the technology market broadens. All eyes are on each company's next move."

VOLUME 17, NUMBER 38 SEPTEMBER 22, 1987

Integrated data resource enhances ...siness development

...G Communications collaborative ...improve information

...rate to locate and ac... and sites from ... databases. ...ill be able to ...on base ...portu...

...tential recruitment advertising sales leads.

International expansion

There are many examples of IDC's computer installation

VOLUME 17, NUMBER 34 AUGUST 26, 1987

IDC Briefing Session on tour

Offers customers key information; introduces IDC to prospective clients in Australia and Europe

IDC recently took its Briefing Sessions on the road, touring Australia and Europe. According to Jennifer Warnock of IDC London's International Corporate Services Department, "The sessions were very successful."

The Briefing Session series begins in the U.S. in late March and is designed to provide a day-long review and forecast of the information technology industry.

Jack Hart, IDC's vice president of international marketing, explained, "The annual Briefing Sessions are an important part of the service we offer our clients. They also provide an important opportunity for potential clients to learn what IDC is all about. We often close business as a result of this exposure."

Record attendance

IDC Australia Pty Ltd's 1987 Briefing Session drew record attendance in Sydney and Melbourne.

Among the 180 a... Sydney and the 80 ... Melbourne were chi... tives and marketing ... from some of the leadi... ware and software vend... nior MIS executives and g... ernment offices.

IDC Australia analysts provided attendees with a detailed breakdown of projected user spending, an examination of ... Australian softw... vices mark... into th...

InfoWorld, Computerworld and IDC sponsor Indy ca... in Long Beach Grand Prix

Computerworld and IDC Join Forces in Event Marketing Effort

IDC 1988 Strategy

New products will be key

By Peter Moore

"... products, a well-organized staff, and happy ... According to IDC Chairman and CEO Carl ... three keys to long-term success for ... s strategy for the next three years ... elements, with particular empha-

...uccessful because our ... y like our products b... r products underst... ive it to them in spa...

...osophy, a major ... to invest in ... ncing certain existi... nes, and taking adva... they arise — of...

OCTOBER 13, 1986

...nhanced IDC ...AR Database ...ncludes 4700 ...ading resell...

...C recently announce... nced version of its V... seller (VAR) Dat... onse to the mar... surgence of a... st update nine ... an 75% of the in... ined on the File has ... pproximately 1,000 new ... ere added to the File, with ... early that number having g... ut of business or no lo... olved in VAR-rel... he file now ... esellers ...

The File format allow... manipulate the database ... customized sales prospect... tools. For example, prosp... sites can be selected based o... number of variables: type of v... added, geographic location, ver... tical market, products resold, op... erating system and company size.

Clients may also choose from ...

The Birth of IDC's Technolog...

IDC plans conferences to address hot topics

...nsoring two i... hnology indus... s this spring...

JUNE 15, 1987

Mikita receives James Peacock Memorial Award

IDC Chairman Patrick McGovern recently presented Rich Mikita, IDC's director of processor research, with the James Peacock Memorial Award.

Mikita received $1,000 and an engraved plaque for achieving first place.

The Peacock Award is given in memory of James Peacock, a senior vice president of IDC for fifteen years until his death in 1981. Peacock was highly regarded for his excellence as a market research professional.

Service. Each received a certificate and $1,000 in cash.

Carl Masi, Chairman of IDC, nominates employees for the

Computerworld and IDC kick off series of national Breakfast Briefings

IDC research predicts strong growth for Digital Equipment Corporation during the next 18 months, but warned against DEC becoming over confident in the face of standardized products posing a threat that DEC is presently not equipped to meet.

These were two of the key points made at the first in a seri... of 28 national "Breakfast Bri... ings" cosponsored by *Comp... world* and IDC. The first ... was organized for suppli... DEC and DEC-compatib... ucts at the Crowne Pla...

IDC Acquires OA2, Reorganizes Operations in Hong Kong and Establishes IDC China Ltd.

...ustry Issues ...C Briefing

Will Zack... rate vice pres... opened with hi... ysis of the state ... He emphasized tha... period of transition ... tional mainframe and ... computer dominance to ... second generation of info... systems controlled by di... microprocessors.

IDG WORLD update

VOLUME 17, NUMBER 7 FEBRUARY 16, 1987

IDC Expands to Serve $10 Billion Korean Computer Market

Pat McGovern recently announced the establishment of IDC Korea at a reception of government and industry leaders in Seoul, Korea.

Mr. Young Joon Park has been appointed president of IDC Korea. Mr. Park was previously the head of international business for a leading Korean telecommunications company and, most recently, headed up a CRT manufacturing firm. Mr. Park holds a BS and MBA from Seoul National University.

Yugi Ogino, managing director of IDC Japan and godfather of IDC

Systems Integration Market Research Fo...

IDC's SASI program tracks computer services marketpla...

Systems Integration (SI) is the cornerstone of the Software and Services Information Program's (SASI) increasing emphasis on the computer services marketplace. SI, or high-tech super glue, as it is sometimes known, refers to the binding together of different technologies (hardware, software, communications, and vertical market expertise) to solve a client's complex information processing problem.

Systems Integration continues to dominate Karen Kugel's research activities as SASI's computer services program manager. In addition to the "Systems Integrators: Tying All the Pieces Together Part 1" report she completed earlier this year, a major multi-client study is currently in the works. Systems Integration will also be the focus of IDC's 1987 Fall Executive Conference, "Systems Integration: The Business Challenge."

According to Ted Jastrzembski, SASI's director, market dynamics dictated the emphasis on Systems Integratio... the blurring ... the software ... ket segments. ... ware compan... Morino Asso... EMI are expa... parts of their ... services side, ... and Systemati... their packaged ...

The key distin... teristics of SI ... serving as a si... tact for the cli... full risk mana... *total* solution f... ish. Though V... vendors integr... do not automat... SI vendors.

SI market oppo... tinue to expan... software, and ... vendors. Tra... ing targeted ... market sect...

IDC records sales jump for new DEC product.

Rapid response in competitive market ...ces results

IDC Benelux Calls for Papers

IDC Benelux is calling for papers for two separate events. The first event is a conference titled "Frontiers in Computing," to be held December 9, 10, and 11,1987, in Amsterda... Holland.

The confer... "Super... puting ... Impact o... ference w... audienc...

VOLUME 17, NUMBER 40

Global Data R... expands bu...

Achieves 90% currency rate

IDC's Global Data Resources (GDR), under the direction of President Paul Earl, will triple its sales by year-end. In the first three quarters of 1987, GDR has already generated over $1.6 million in business compared to $695,000 in 1986.

"We are in the process of building a very competitive business and have only begun to tap the potential," said Earl. "We have been in head-to-head competition with Computer Intelligence and Focus, and won some very big contracts with TRW, EMC, Bell Communications and QMS. Our databases, survey services and other products are very competitive and are gaining recognition.

"We have also made great strides to improve the quality and quantity of our data, ... have recently reorganize... expanded our operation. ... changes will help us cont... to capture greater market ... and better serve the infor... tion needs of both IDC an... Communications."

According to Gail Odene... group director of database ... velopment, the installation ... almost 90% current compa... a currency rate of 58% a ye...

Return on investment

"A key to improving our b... ness performance, has been strengthening our data coll... capabilities," said Odeneal. ... now have more in-depth cu... information on more comp... installations worldwide tha... ever before." (See charts)

NUMBER OF KEY CONTACTS CONTAINED ON DATABA...

IDC Sweden stays close to

IDC analysts outline

Charlie Greco receives IDG's 1986 Chairman's Cup Award

Patrick McGovern recently presented Charlie Greco, president of IDC's Financial Business ..., with the 1986 Annual Chairman's Cup Award. Greco ov... ...'s Financial Industr... Service (FITS) and th... ...ning Se...

Greco has been w... built IDC's financ... domestically to ... forecasts have ... puter equip... itself as th... commun...

...vides chance ... clients

VOLUME 17, NUMBER 5 FEBRUARY 2, 1987

IDC Study Projects Dramatic Industry Changes; CWCI Publications Provide Consumer Reality Check

IDC's recent *Communications Industry Review and Forecast* study reports that the AT&T divestiture has produced a dramatic technological and competitive evolution in the communications market and created a huge end-user base. "The industry changes can confuse the consumer, unless we provide information that will serve as a reality check," said Doug DeCarlo, publisher of *Network World*, the newsweekly for communication users.

The IDC report characterizes the industry as one in "major transition from older, traditional technologies to new technologies supported by changing customers and priorities."

IDC expects the total market for data communications, telecommunications and transmission network equipment to grow at an annual compound rate of 13.9% through 1989. In that year, the value of worldwide shipments is estimated to reach $23.3 billion.

According to the report, T1 carrier facilities and equipment, intelligent gateways and servers, communications software, network management and control, local area networking (LAN) gear, PBX add-on equipment (data interfaces and ISDN terminal equipment), line consolidation devices and fiber optic links and many other technology areas are among the high-growth markets of the communications industry.

Continued growth of the communications user market worldwide has prompted industry publishers like CW Communications (CWCI) to expand coverage of the market through existing publications like *Network World*. In addition to *Network World*, CW... introduced *Communicatio...* in Australia, *Le Monde ...* in France, *Communic...* Asia and plans to ... *Comunicacion...* year.

IDG Chai... said, "CW... Netw... im...

MCI ch... pack...

VOLUME 17, NUMBER 33

Hart is IDC VP of international mark...

To expand IDC's worldwide base of operations

Carl Masi, chairman and CEO of IDC has appointed Jack Hart vice president of international marketing. Hart was most recently vice president of international services.

According to Masi, Hart will be responsible for developing IDC's business outside the U.S. and fostering the growth and development of the company's subsidiaries and agencies around the world.

"Currently 25% of our worldwide business is generated outside the U.S. Our goal is to increase that percentage to 35% by 1990," said Hart.

International growth

"There is tremendous potential for growth and development for IDC in all international markets," continued Hart. "With our global business unit structure in place we are in a better position to bring truly global information products and services to our worldwide client base."

IDC recently opened an office in Korea, expanding its presence in the Asian market. Plans are also underway to establish research centers in Latin America where IDC is currently not represented.

"I look forward to working with our IDC Communications representatives in those areas of the world which are new to IDC," said Hart. "Their advice and experience will be instrumental in helping us establish a presence ...

Hart will also be responsible for maintaining open communication channels between IDC headquarters and each country manager. This includes organization of worldwide meetings, reviews and briefing sessions.

Hart has been with IDC for seven years, joining the company from IBM where he held various sales and marketing positions over his twenty year tenure.

Frequent speaker

He is no stranger to the international information technology market having served as IDC's director of pacific operations and most recently vice president of international services. Hart is also a frequent speaker at IDC's Worldwide Briefing Sessions and Conferences in Europe and Asia.

He has recently take... responsibility of co... IDC's worldwide mark... casts and projections in... database of information. ... was instrumental in compil... the information included in ... IDC's market data section of the 1987 IDG Annual Review.

"The expansion of our international activities is vital to our future growth, and I am de... ...ted that Jack will assume a ... this area," said ... to

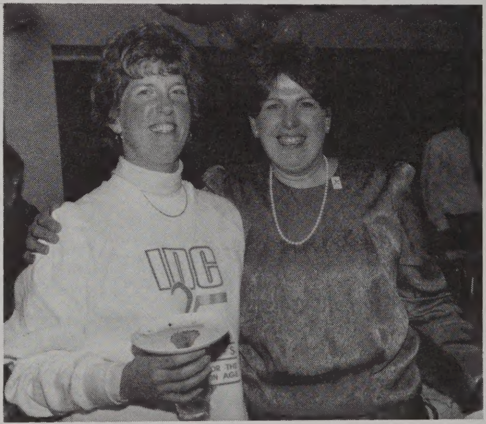
CWCI and ID... Explore Cooperative Ventures

...transition over the ... Mike Raimondi, ... of marketing, sale... service ...

News of Note

IDC Finalizes Conference Plan

Erin Loughlin, Mariellen Missaggia, and Cindy Santisario of Financial Services



Kate Whittemore and Anne Clark join in the Celebrating

Peter Burris, and Martin White Look on As Pat McGovern reads the Order of Events

Kathy Collins and Paula Zink Celebrate at the Reception

Continued from page 3

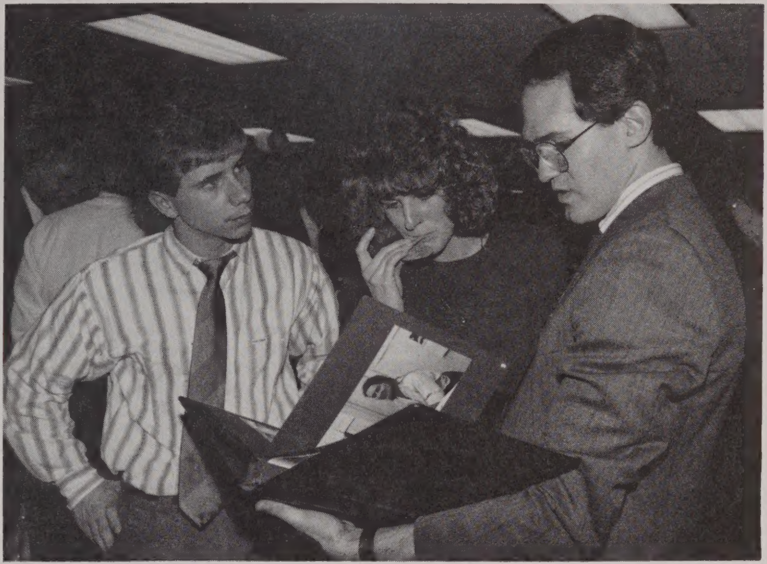
Korea, and a Federal Division was established.

The slide show that presented the 25 years of IDC was a compilation of all of IDC's milestones and achievements, with a voice-over of interviews that reflected on all of the memories ~~that represented the vision down the road.~~ along the way. **Shelly Bakst,** director of Corporate Communications, spent 40 hours editing the audio for the slide show which included historical, political, musical, and entertainment audio segments that coincided with their visual counterparts.

After the slide show presentation, many thoughtful and unique gifts were presented to Pat McGovern from divisions of IDC worldwide.

In keeping with the celebration, the last curtain call was the reception. Buffet tables and cocktails encircled the fourth floor of 5 Speen Street for all to enjoy.

The employees that created and planned the days events were: Shelly Bakst, Larry Bishop, Nancy Findley, Diane Deflorio, Chris Deflorio, Rich Mack, Tim Caffrey, Carol Miller, Roger Cicchese, and Marianne DeLuca. Their time and effort is appreciated and we thank them all for sharing The IDC Story.

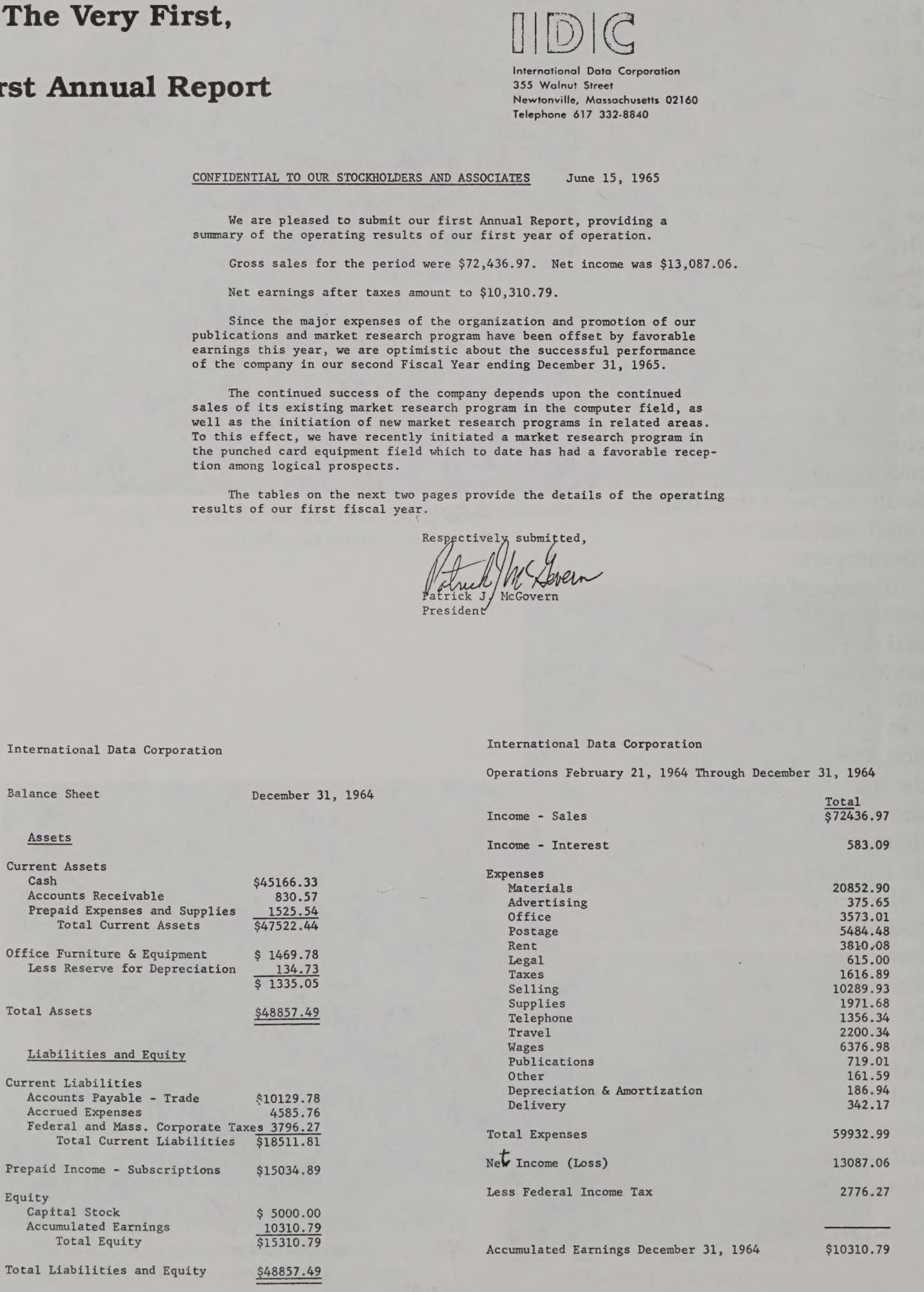


Peter Wesp, Cathy Collins, and Paul Pastrone Enjoy Photo Album From Belgium

Pat McGovern receives a C~~h~~rystal Apple
~~Fom~~ Diane Gamble of LINK
FROM

The Very First,

First Annual Report



IDC
International Data Corporation
355 Walnut Street
Newtonville, Massachusetts 02160
Telephone 617 332-8840

CONFIDENTIAL TO OUR STOCKHOLDERS AND ASSOCIATES June 15, 1965

We are pleased to submit our first Annual Report, providing a summary of the operating results of our first year of operation.

Gross sales for the period were $72,436.97. Net income was $13,087.06.

Net earnings after taxes amount to $10,310.79.

Since the major expenses of the organization and promotion of our publications and market research program have been offset by favorable earnings this year, we are optimistic about the successful performance of the company in our second Fiscal Year ending December 31, 1965.

The continued success of the company depends upon the continued sales of its existing market research program in the computer field, as well as the initiation of new market research programs in related areas. To this effect, we have recently initiated a market research program in the punched card equipment field which to date has had a favorable reception among logical prospects.

The tables on the next two pages provide the details of the operating results of our first fiscal year.

Respectively submitted,

Patrick J McGovern

Patrick J. McGovern
President

International Data Corporation

Balance Sheet	December 31, 1964
Assets	
Current Assets	
Cash	$45166.33
Accounts Receivable	830.57
Prepaid Expenses and Supplies	1525.54
Total Current Assets	$47522.44
Office Furniture & Equipment	$ 1469.78
Less Reserve for Depreciation	134.73
	$ 1335.05
Total Assets	$48857.49
Liabilities and Equity	
Current Liabilities	
Accounts Payable - Trade	$10129.78
Accrued Expenses	4585.76
Federal and Mass. Corporate Taxes	3796.27
Total Current Liabilities	$18511.81
Prepaid Income - Subscriptions	$15034.89
Equity	
Capital Stock	$ 5000.00
Accumulated Earnings	10310.79
Total Equity	$15310.79
Total Liabilities and Equity	$48857.49

International Data Corporation

Operations February 21, 1964 Through December 31, 1964

	Total
Income - Sales	$72436.97
Income - Interest	583.09
Expenses	
Materials	20852.90
Advertising	375.65
Office	3573.01
Postage	5484.48
Rent	3810.08
Legal	615.00
Taxes	1616.89
Selling	10289.93
Supplies	1971.68
Telephone	1356.34
Travel	2200.34
Wages	6376.98
Publications	719.01
Other	161.59
Depreciation & Amortization	186.94
Delivery	342.17
Total Expenses	59932.99
Net Income (Loss)	13087.06
Less Federal Income Tax	2776.27
Accumulated Earnings December 31, 1964	$10310.79

Mary & Debbie Some editing suggestions

IDG WORLD UPDATE

VOLUME 19, NUMBER 10

MARCH 13, 1989

PC WORLD SHOW IN TAIWAN BOASTS 25,000 ATTENDEES

ATTENDEES FILL OUT SUBSCRIPTIONS AT THE IDG BOOTH

第二屆國際個人電
PC WORLD show
PC WORLD

AXEL LEBLOIS INAUGURATES THE SHOW WITH A SPEECH IN CHINESE

The Taiwan PC World Show, held last month, boasted 25,000 attendees and 200 exhibitors. The show was presented at the Exhibition Hall of the Chinese External Trade Development Council. The show was sponsored by IDG Taiwan and managed by Taipei Hsien Computer Association. The exhibited items covered all of the ~~Taiwan~~ PC products, such as the 286 and the 386PC Portable Computer, PS/2, VGA, and Optical Mouse.

The opening ceremony was held on February 15th, and **Axel Leblois,** president and chief executive officer of IDG Communications, represented IDG ~~Taiwan~~ by inaugurating the show with a five-minute address in Chinese. The audience was taken by surprise and was greatly pleased.

Jonathan Sacks, editor-in-chief and associate publisher of *InfoWorld*, commenced the serial seminar with the topic, "The

Continued on page 2

is owned and

a broad range

Continued from page 1

Future of Standards for the PC Industry." The seminar also included the presentation of **Roger Strukhoff**, the editor-in-chief of *Portable Computer Review*. Strukhoff addressed the topic, "The Market Share and the Market Strategies of Portable Computer Vendors in the U.S." **Eric Hippeau**, president and publisher of *InfoWorld*, gave a presentation, titled "Trends in Marketing/Distribution of Computers in the U.S.," to Taiwanese vendors Acer, Mitac, and Tatung, to name a few. Sacks spoke on "What Do the USA Computer Buyers Want?" **Tom Willmott**, executive vice president of IDC, addressed the subject, "The Worldwide Marketing Trends for PCs and Related Technology."

David Hill, director of the IDG News Service, provided the IDG PR service at the booth for IDG-Taiwan. The Taiwan audience was grateful to have the opportunity to learn ~~these great lessons~~ about IDG services after they attended such excellent speeches.

This was the first visit to Taiwan for Hippeau, Sacks, and Strukhoff. In addition to the show activities, their schedules were booked with visits to

David Chu, publisher of PC World Taiwan Displays His Magazine in Front of The IDG Booth

Taiwan computer manufacturers. To make this occasion a memorable one, the staff of IDG/C Taiwan arranged for them to visit the Hwa-Hsi Tourist's Night. They all agreed, after attending the show, that it "really offered a revealing insight."

The day before the show opened, Leblois had lunch with and gave a presentation ~~with~~ to the team of IDG-Taiwan. IDG-Taiwan ~~now has~~ publishes the sa~~me products as~~ *PC World Taiwan* and they recently added *Computer World Taiwan*. All of the team members were encouraged by Leblois' visit. IDG-Taiwan was founded in July 1988. They now have 16 members and ~~an~~ are an aggressive team. Although IDG-Taiwan was established only a half a year ago, Leblois believes that they will reach ~~plan~~ breakeven within one year. "We believe this is attainable, since we have such wonderful teamwork," said the publisher of *PC World Taiwan*, **David Chu**.

The show successfully concluded, and the ~~reputation~~ participation of IDG Communications affirms the support of the IDG global family; their efforts greatly promoted the Taiwan market. Strukoff appreciatively concluded, "Thank you all very much for the wonderful reception. I am telling everyone in the US of the wonderful hard work of the people in IDG-Taiwan, and look forward to visiting you again in the future."

IDG Taiwan said that they appreciate all the assistance the IDG Group extended to them and they also are very happy to share their part of the IDG world.

TAIWAN
PC WORLD

IDG FELLOWSHIP PROGRAM ANNOUNCED

IDG Communications is interested in the establishment of "skill and know-how" transfer within the organization and, to further this goal, has set up a new program open to all employees.

Over the short term, we will establish a fellowship in each of the following areas:

Production/Paper

Newsstand/Single Copy Sales

Paid Circulation

Recruiting/Classified Advertising Promotion

Display Advertising Promotion

Advertising Management

Editorial/Research and Content

The fellowship will be granted to either an employee of the corporation or a consultant on an annual basis. The successful candidate will be given the assignment of working with all worldwide operations over a year-long period to further promote and develop techniques and standards that will enhance and coordinate our efforts in each of the above areas.

During the course of the year, the chosen Fellow will be expected to maintain primary duties within his/her own organization (if an employee) in addition to taking fact-finding tours of the various operations throughout the world. We would expect these visits to produce concrete results and to pinpoint specific areas of concern and/or excellence that can then be transmitted to all of the other operating groups via white papers, conferences/seminars, memos, intra-company meetings, etc. It is envisioned that these activities will take approximately one full week out of each month.

In addition to a stipend that will be paid directly to the Fellow, all expenses involved in these activities will be borne by IDG Headquarters.

Candidates should, of course, have in-depth knowledge and practical experience in their particular field, should be excellent in communications (languages other than English useful but not required), and be willing to handle the extra involvement in terms of time and energy.

Our initial IDG Communications Fellowship will be in the area of Paid Circulation, and we are inviting candidates to submit their applications.

The rules are easy. Just send us a memo indicating how you would handle the assignment in terms of organization, establishment of goals, and a statement of how these goals might be achieved. We would also like a brief statement from each applicant as to why they think they are the best qualified candidate for the position.

Please send your application no later than March 30, 1989 to the selection committee in care of Walter Boyd at IDG Headquarters in Framingham.

AMIGAWORLD EMPLOYEE GIVES OPENING ADDRESS

Guy Wright, editor-in-chief of *AmigaWorld Magazine*, was recently invited to present the opening address at Commodore's Second European Amiga Developers Conference held in Frankfert, West Germany. u The speech, "The Users View of the Amiga," was first given in Washington D.C. last August at the U.S. Developers Conference. The speech was so well received that Commodore invited Wright to speak for the European developers. Based upon market research, reader surveys, and knowledge of the industry, the talk WAS ~~initiated~~ the a first-time for Amiga developers to receive any type of Amiga market research statistics.

"It seems that we never have enough information about our readers," stated Wright, "but many developers of hardware and software know even less about their markets. Our efforts to stay close to the readers editorially can provide invaluable information to manufacturers as well. It is also nice to know that Commodore, manufacturer of the Amiga personal computer, considers *AmigaWorld* to be the authority when it comes to understanding Amiga owners."

NETWORK WORLD'S NEW EMPLOYEE

Sarah Vandershaf will join the *Network World* staff as west coast correspondent on Monday, March 13. Vandershaf will report on telecommunications and other topics for news, and will serve as backup for the telecommunications section.

Previously, Vandershaf worked as editor of *Signal: Communications Tools for the Information Age*, where she wrote, reviewed books, products and software, and edited contributed articles and reviews. Prior to that, she wrote for the travel guide, *The Moneywise Guide to North America*, and worked for Time-Life Books preparing the company's *Understanding Computers* series.

Vandershaf also worked as a reporter/researcher for *Psychology Today*, and as a science writer for the information office at the University of California at Santa Cruz. She also served as editor of *California Communities*, the newsletter of the California State Department of Housing. Vandershaf took part in the graduate program in science journalism at UC Santa Cruz, and holds a bachelor's degree in communications from UC Davis.

Please join in welcoming Sarah to *Network World*.

ROUSSEAU WINS CONTEST

Each month, *PC Resource* runs a contest for the salesperson who has $100,000 in net billings for one month. For two consecutive months, **John Rousseau**, central region district manager, won a spot in the *PC Resource* $100,000 club for the March and April 1989 issues.

Rousseau came to *PC Resource*, beginning with the February 1989 issue, from VNU's *Mac Business Review*. Previously, he had also sold for Reed Publishing as their central regional manager.

Congratulations to John on his success.

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Mailroom Clerk (IDC)
Duties will include all aspects of mailroom activity including pick-up, sorting, and distribution of U.S. mail and internal correspondence, distribution and mailing of research information, preparation of overnight and common carrier shipment documents, and general light moving. Reports to Mailroom Supervisor.

Press Relations Coordinator (WEC, CMG)
Develop and implement PR campaigns for existing and new shows; write press releases and monitor effectiveness; maintain data base of editors and create data base for new shows; work with internal groups to promote shows; liaison with outside PR agencies; coordinate and manage on-site press room; coordinate research and survey activities, and maintain competitive show files. Requirements: Communications, Marketing or Journalism degree, self starter, interpersonal and organizational skills, excellent communication skills, written and verbal, 1-2 years PR or editorial experience, word processing/PC literate.

Job Opportunities Revised: March 10, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #	
IDG	Staff Accountant	Framingham, MA	S. Perry	(508)	875-5000
IDG	Computer Operator (2nd Shift)	Framingham, MA	M. Cornetta	(508)	875-5000
WEC	Conference Sales/Acct Rep	Framingham, MA	D. Ferriter	(508)	875-5000
WEC	Press Relations Coordinator	Framingham, MA	S. Perry	(508)	875-5000
ITI	Sales Rep/Account Executive	Framingham, MA	S. Perry	(508)	872-2700
ITI	Administrative Asst to V.P.	Framingham, MA	S. Perry	(508)	875-5000
ITI	Market Research Associate (4)	Framingham, MA	S. Wilsmer	(508	872-2700
IDC	Regional Account Executive	Iselin, NJ	D. Best	(201)	632-9222
IDC	Senior Analyst (2)	Framingham, MA	V. Brown	(508)	872-8200
IDC	Mgr, Software Market Analysis	Framingham, MA	K. McPherson	(508)	872-8200
IDC	Dir, Software Market Programs	Framingham, MA	K. McPherson	(508)	872-8200
IDC	Mailroom Clerk	Framingham, MA	D. DeFlorio	(508)	872-8200
CWPI	Traffic Coordinator	Framingham, MA	C. Polack	(508)	879-0700
CWPI	Asst Adv Billing Coordinator	Framingham, MA	T. Shafer	(508)	879-0700
CIO	Editorial Assistant	*CIO*, Framingham, MA	M. Blumenthal	(508)	879-0700

NWW	Reporter	*Network World*, San Francisco, CA	S. Breidenbach	(415)	546-7722
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)	482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	V. Elmore	(617)	482-8470
FCW	Circulation Director	*Federal Computer Week*, VA	A. LaHue	(703)	876-5100
PCW	Art Director	*Macworld*, San Francisco, CA	J. Borrell	(415)	546-7722
PCW	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415)	546-7722
PCW	Associate Editor	*Macworld*, San Francisco, CA	A. Mello	(415)	546-7722
PCW	Research Assistant	*PC World*, San Francisco., CA	R. Ames	(415)	546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415)	546-7722
PCW	Human Resource Manager	*PC World*, San Francisco, CA	J. McGinnis	(415)	546-7722
PCW	Renewal Billing Manager	*PC World*, San Francisco, CA	H. Martin	(415)	546-7722
PCW	Direct Marketing Manager	*PC World*, San Francisco, CA	J. Bokar	(415)	546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	V. Ritondale	(415)	546-7722
PCW	Catalog Coordinator	*PC World*, San Francisco, CA	S. Van Leuven	(415)	546-7722
PCW	Receptionist	*PC World*, San Francisco, CA	S. Cox	(415)	546-7722
PCW	Ad Traffic Coordinator	*PC World*, San Francisco, CA	A. Foley	(415)	546-7722
PCW	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415)	546-7722
PCW	Associate Editor (2)	*Macworld*, San Francisco, CA	D. Ushyema	(415)	546-7722
PCW	Copy Editor	*Macworld*, San Francisco, CA	R. Henrich	(415)	546-7722
PCW	Ad Traffic Coordinator	*Macworld*, San Francisco, CA	C. Smukler	(415)	546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	H. Martin	(415)	546-7722
PCW	Circulation Manager	*PC World*, San Francisco, CA	H. Martin	(415)	546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	S. Van Leuven	(415)	546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415)	546-7722
PCW	Assistant to the Publisher	*Publish!*, San Francisco, CA	S. Ginenthal	(415)	546-7722
IFW	Shipping Coordinator	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Reporter	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Editorial Assistant	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	LAN Test Technician	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW/NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

Around the World With The IDG World Update

CW Publishing................................CW Publishing Hosts Guido Piatti from Computerworld Italia
IDG/C Argentina
IDG/C Asia
IDC Asia, LTD.
IDC Asia, LTD./Singapore
IDC Australia
IDG/CI Australia........................Alan Power makes plans to attend IDG Long Range Planning Meeting
IDG/C Austria
IDC Benelux
IDG/C Brazil
IDC China LTD..............................IDC China Produces First Rate Report on Bank Automation
IDG/C China
IDG/C Denmark
IDC Deutschland
IDC Finland
IDC Framingham
IDG/CI France.......Francois Chaussonniere makes plans to attend IDG's Long Range Planning Meeting
IDC France
IDG/C Germany............................IDG/C Arranges European Manager's Meeting in Austria
IDG/CI Hong Kong
IDG/C Hungary.....................IDG/C Hungary Arranges IDG Board Of Directors Meeting for September
IDC Italia
IDG/C Italy
IDC Japan
IDG/CI Japan.....................Dick Yamashita makes plans to attend IDG 's Longe Range Planning Meeting
IDG/C Korea
IDC Korea LTD.
IDG/CI The Netherlands
IDG/CI New Zealand
IDC Norge
IDG/C Norway
IDC Oesterreich
IDG/C Peterborough......................PC Resource Breaks Records
IDC Scandinavia A/S
IDG/CI Spain
IDC Sweden
IDG/CI Sweden
IDC Switzerland
IDG/C Switzerland
IDG/CI Taiwan...............................IDG/C Holds PC World Taiwan Show
IDG/CI U.K.........................Martin Durham makes plans to attend IDG's Long Range Planning Meeting
InfoWorld Publishing.......................~~InfoWorld Announces~~ InfoWorld Hong Kong
Network World Publishing ....Appoints Sarah Vandershaf as West Coast Correspondent
PCW Publihsing
World Expo/CMG ....WE/GMG Gears-up for Macworld. D.C.

the launch of

Nuts & Bolts

Birth Announcement

Congratulations! ITI's **Kim Schuberthan** and her husband, Billy announced the birth of their daughter, Nicole Krista. She was born on February 10, and weighed 9.2 lbs.

Birth Announcement

Congratulations! **Martin Hingley**, research director at ETSG London, and his wife, Sally, announced the birth of their daughter, Jennifer, born on February 21. She weighed 9 lbs. 3 1/2 oz.

IDG WORLD UPDATE

Editor
Deborah Butler

Assistant Editor
Mary Dolaher

Art Director
Deborah Butler

Human Resources News Editor
Debbie Thistle

Distribution Manager
Pat Coviello

Contributing Editors
Ann Baker
David Parker

IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex: 95-11-66-651; Fax: 508-879-4681; On-Tyme mailbox: IDG.D/BUTLER.

Wedding

Mary White, special products assistant at IDGC/ Peterborough, and her fiance, Bruce Fulford, announced the date of their wedding. The ceremony will take place on April 7th at the Swanzey Center in New Hampshire. The couple plan to honeymoon at Busch Gardens, West Virginia.

Engagement

Michela O'Connor, district manager for *Computerworld* announced her engagement on February 14, 1989 to Allan Abrams. The wedding date is scheduled for October 14, 1989.

Engagement

David Parker, assistant to the chairman for business development, is engaged to be married June 24, 1989 to Janet Tiampo. Janet was associate editor of CD-ROM Review. She is now a reporter with the *Brookline Citizen*, a weekly newspaper in Brookline, Mass. David and Janet expect to honeymoon in Scandinavia.

For Sale

Lift tickets to major Vermont ski resorts; good any day, midweek, weekends and holidays. Tickets include Mt. Snow, Magic, Smugglers Notch, Stowe, Jay Peak, Suicide Six, Ascutney, Bolton Valley and Sugarbush. $18.00 each. If interested, please call Marie at (508) 879-0700, ext. 758.

For Sale

1985 Chrysler 5th Avenue; mechanic's referral; V8; red w/ burgundy interior. $6,000 or best offer. Receipts for work available. If interested, please call Warren Kolber at (201) 967-1350.

INTRODUCING INFOWORLD HONG KONG

Eric Hippeau, president and publisher, *InfoWorld*, and **Jonathan Sacks**, editor-in-chief, recently traveled to Hong Kong to help introduce *InfoWorld Hong Kong*. The new publication makes its debut as an insert in *Computerworld Hong Kong*. Watch for further details in upcoming issue of The UPDATE.

INFO WORLD

FROM THE TEST CENTER

Project Managers

Open Token Clan Stung by IBM's Refusal to Join

Intel N-10 to Speed Up PC Graphics

Microsoft Cofounder Works On Applications Generator

Phoenix Plans Platform Bridge for Unix

IDG WORLD UPDATE

VOLUME 19, NUMBER 11

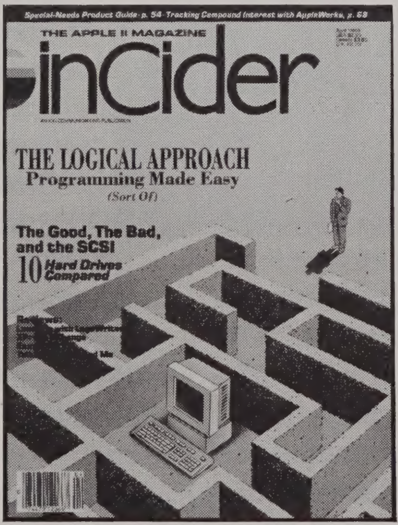
MARCH 20, 1989

inCIDER SCORES A+

Paul Boule, publisher of *inCider* magazine, announced that IDG Communications/Peterborough and Ziff-Davis have agreed to merge *inCider* and *A+*, the two largest publications for Apple II computer users.

The combining of the two Apple II publications means that circulation will be in excess of 200,000. The new *inCider*, will be produced by the staff at IDG/Peterborough, and will make its debut in June 1989.

"We had been gaining market share against Ziff-Davis in this competitive market for most of the year," said Boule. "The merger of the two gives the magazine sole possession of the market. This is the appropriate time for such an agreement. Merging the two major publications results in a single enhanced vehicle for marketers of Apple II products. The readers of both magazines will continue to receive quality coverage of the Apple II market."


THE APPLE II MAGAZINE
inCider
THE LOGICAL APPROACH
Programming Made Easy
(Sort Of)
The Good, The Bad, and the SCSI
10 Hard Drives Compared

MARCH 1989
A+
MAKE Your Own MOVIES
The #1 Apple II Magazine
Apple polishes your home videos
TYKE TEXT
Children's Writing and Publishing Center
DESIGN YOUR OWN HOME
Dreaming Up Your Dream House

According to **Dan Muse**, editor-in-chief at *inCider*, both publications have always been committed to meeting the needs of Apple II users. "Even though Ziff-Davis invested heavily in *A+*, over time our ability to serve the reader with a higher quality product proved to be the significant factor. We're thrilled to have the opportunity to reach this much larger segment of the Apple II community."

The monthly IDG publication is written for the Apple II family of products, namely the II Plus, IIe, IIc, IIc Plus, and the IIGS, which together represent over 4.5 million installed units. Sales of Apple II software topped $177 million in 1988. The

Continued on page 3

SPOTLIGHT: IDG PETERBOROUGH HUMAN RESOURCES RECOGNIZES THE NEEDS OF EMPLOYEES

What do Human Resources mean to IDG Communications in Peterborough? They mean recruiting, motivating and keeping the best possible employees to insure the success of our publications. The Human Resources Department accomplishes this task by staying close to both management and employees to determine and fulfill their needs in the workplace.

The Human Resources director in Peterborough is **Gloria Lodge,** who has been with the division since it originated in 1981. At that time, it fell under the name of Wayne Green, Inc. The year-old position of Human Resources Director is a relatively new one at IDG Peterborough, but it is part of an ongoing trend toward employee awareness within the company.

"I've seen a great deal of change take place since IDG purchased the company in 1983," said Lodge. "It has become more professional and much more organized. One of the most apparent and productive changes are the attitudes toward the employees. The company recognizes that our people are tremendous assets and we want to do everything we can to provide an atmosphere where they can perform at their best. The Human Resource function on the divisional level contributes greatly to this philosophy."

Lodge works constantly and closely with the IDG Corporate Human Resources Department and **Martha Stephens,** corporate director, on implementing corporate policies, programs and procedures. She finds that employees appreciate being able to talk to someone about Human Resource issues. Areas that are covered on the divisional level in Peterborough include:

Recruitment and Orientation of New Employees
Performance Management
Communication and Problem Solving
Employee Relations and Communications
Position and Compensation Administration
Education and Development
Maintenance of Employee Records
Community Relations

In the past year, many programs have been made available or have been improved through corporate strategies. These programs are later implemented on the divisional level. IDG Peterborough has continued to

Continued on page 3

SPOTLIGHT...

Continued from page 2

develop some innovative projects of its own.

Peterborough Publishing School is a program that enlightens employees to the many facets of publishing. At lectures and workshops held in Peterborough, employees of IDG and other outside professionals present information about their areas of expertise so that everyone has an opportunity to learn about the complete publishing process. This is the third year of the program.

IDG Peterborough also sponsors a Toastmasters Club. Toastmasters is an international organization that helps members to improve their public speaking and leadership abilities. The club, which currently has about 20 members, was one answer to the need for training in the area of presentation skills.

IDG Peterborough has put serious efforts into maintaining an affable relationship with the local residents. Its reputation as a company that is valuable to the community has made it easier to recruit new employees and to retain the talent currently on staff. In 1988, community projects included an IDGC/P Open House held in conjunction with Computer Learning Month. More than 200 people attended, raising over $14,000 for the United Way through employee contributions and sponsorships for participants in a local road race. The race alone generated $4000 for the local Special Olympics program. All of these projects involved the time and effort of many IDGC/P employees.

The most important part of Lodge's position is to stay in close touch with the employees and management of the Peterborough operating unit. "I'm here to serve as a consultant, to assist our managers and employees with any Human Resource issue. I always try to be available and open to discuss any situation."

Lodge is not the only person who deals with Human Resources in Peterborough. **Liz Abbott**, reception supervisor at IDG Peterborough, also helps out in Human Resources. Abbott started with the company in 1981 as a receptionist and currently offers assistance in the recruitment of new employees. She also provides general office support for the Human Resource function.

"Human Resources in Peterborough is just a year old now," said Gloria Lodge. "With the support of the Corporate Human Resources Department at IDG Framingham and our management in Peterborough, we're really coming up to speed. We look forward to what the years ahead are going to bring."

□

Continued from page one

INCIDER SCORES A+

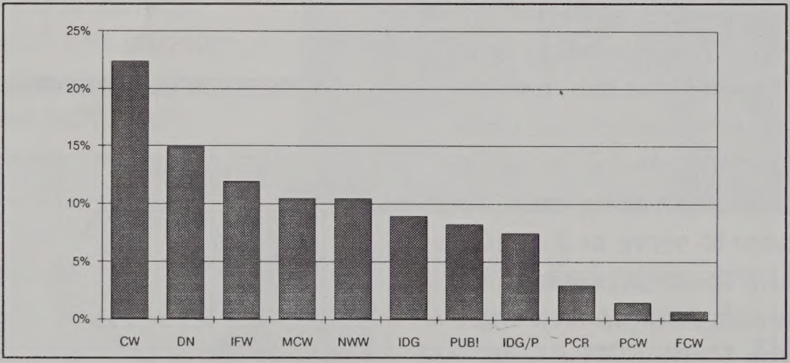
Apple II generates more than $1 billion annual sales for Apple Computer and holds a dominant share of both the home and education markets.

ADBASE REPORTS

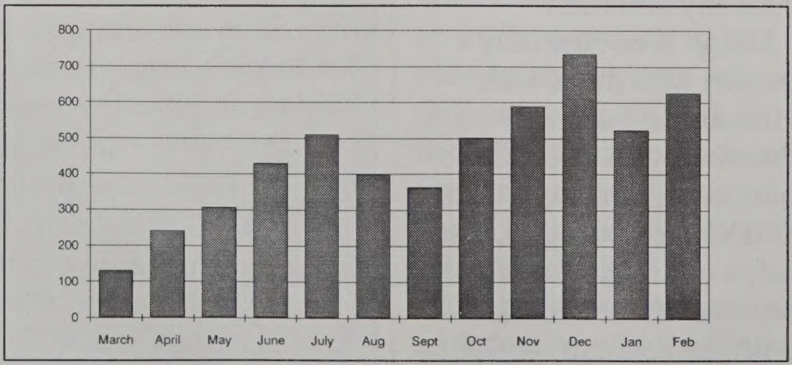
Many different publications kept the IDG Adbase busy in the first two months of 1989. While *Computerworld*'s marketing and sales people continue to be the most active users of information from the Adbase, other publications are catching up. *Digital News, InfoWorld, Macworld* and *Network World* have greatly increased their amount of requests for data from the Adbase, as shown in the top chart.

The bottom chart shows how usage of the IDG Adbase continues to grow. Remember, IDG Communications Headquarters Group is funding this project, and there are no direct costs for using the data!

The IDG Adbase can help almost all of IDG publications' salespeople to prepare for their sales calls by giving them information on a prospect's advertising activity, along with relevant data on any company's competitors. For more information, call Allison Stamm at Computerworld, extension 557.



PUBLICATION PERCENTAGE
OF ADBASE REPORTS
JANUARY/FEBRUAR1989



REPORTS SENT
MONTHLY USAGE OF IDG ASBASE
MARCH 1988 - FEBRUARY 1989

NEW ASSISTANT TO THE PRESIDENT OF DIGITAL NEWS

Please join IDG in welcoming Digital News' newest employee, **Kelly Milan**. Milan will be the assistant to **Pat Kenealy**, president of *Digital News*. Milan's will be assisting in G&A budgeting, maintaining schedules, preparing monthly financial reports, and solving the day-to-day problems that keep everyone hopping.

In her new appointment, Milan brings experience from television media, (PBS in Boston) to the newsprint world, and her most recent position was managing a prominent Boston photo studio.

NEW APPOINTMENT FOR WEST COAST TERRITORY

Shelly Harmon, west coast sales associate for *RUN* and *AmigaWorld* has taken over the west coast territory for *RUN*. **Giorgio Saluti**, presently associate publisher of *AmigaWorld* and west coast sales manager of *RUN* previously held this position.

Harmon, who has been

Continued on page 5

IDC ANNOUNCES NEW MARKETING BROCHURE

LARRY BISHOP AND MARYANN SINVILLE
DISPLAY IDC'S NEW BROCHURE

In keeping with its 25th Anniversary theme, IDC has created a new eight page brochure for use in sales, marketing and corporate promotions.

The brochure, done in four color process with enhanced photographs, provides an overview of the IDG family with emphasis on the IDC corporate structure and a brief but concise description of each of IDC's wide range of services for information systems, planning needs of the MIS community and market planning for the vendor community.

The basic motivation behind the creation of the brochure was to provide an effective, impressive and inexpensive marketing piece with a wide variety of uses. In order to achieve these objectives, the Marketing Operations group decided to use a combination of existing materials and update them to reflect the 1989 position.

A previous brochure written by **Tim Caffrey,** director of customer support services and **Mary-Anne Sinville,** marketing manager, was used as the basis for the new piece, with changes made in the text to reflect the current status of programs. **Larry Bishop,** vice president of production, helped to adapt all of the existing photographs to the new format, thus avoiding the need to make new color separations. Through the use of screens and two color printing, a very striking cover effect was created.

The brochure has been universally welcomed by IDC sales and product people as an invaluable sales tool.

Copies can be obtained from MaryAnne Sinville at IDC, (508) 872-8200 ext 327.

□

PEOPLE...

with IDG's west coast office since October of last year, will sell *RUN* ad space to eleven states including Hawaii, Alaska, and Western Canada.

KELLEHER AND JACKSON TO JOIN FORCES

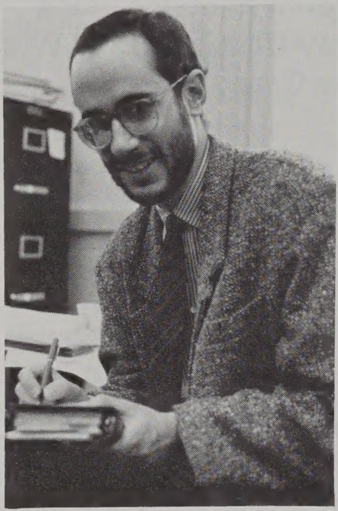
Mike Kelleher, previously with *PC Computing Magazine*, recently joined the staff at *PC Resource* as regional manager of the South/Southeast Territory.

Kelleher's ad sales career has crossed IDG's path before as he worked at *Computerworld* for several years in sales.

Kelleher is located in Boston and will be traveling extensively in the South/Southeast territory with **Mari-Lynn Jackson,** who was recently promoted from sales associate to district manager of the South/Southeast territory.

□

Coming Together with Computerworld Italia



Guido Piatti

Guido Piatti, formerly the hardware editor for *Computerworld Italia*, has been gradually assuming the duties of software editor for the magazine. *CW Italia* recently sent Piatti here to learn more about the software market and to work with **Stan Gibson**, who made the same transition at *CW Publishing* in Framingham just seven months ago.

"Our magazine used to be quite small," said Piatti. "Three years ago we covered each issue as a sharing of duties. Everyone covered hardware, software, communications and you had to know a little bit of everything. But *CW Italia* is growing now, so there is a need to specialize in all areas."

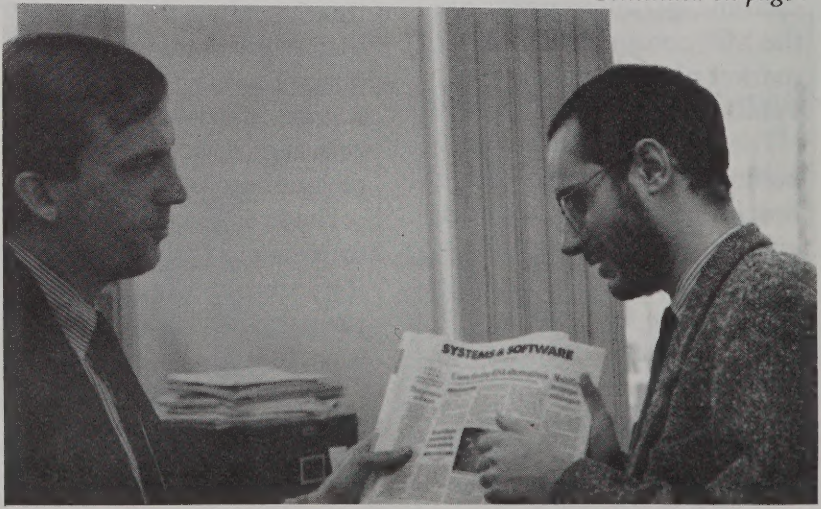
There are now six writers in addition to contributing writers at *CW Italia* and the publication is growing larger to keep up with the pace. New people are being hired every week for advertising and other positions.

Gibson has been the liaison for Piatti during his stay. He has enhanced Piatti's global view of the software market by helping to arrange a schedule for him to interview large software companies. "The grasp of this market will prove to be very useful in my future work," said Piatti.

Piatti will be focusing on every kind of market, but his main interests lie in the micros and the workstations areas. This will entail covering IBM, DEC, mini computers and some parts of the Unix market. Of course, Piatti also had personal reasons for coming to the U.S. "I wanted to try to experience an average work day, and thanks to Stan Gibson, who set me up on the Atex word processing system, I was able to achieve that experience." During his two-week stay, Piatti created quite a number of stories and he will bring these back to appear in *CW Italia*.

"Guido has been able, for the most part, to put in a normal work day here," said Gibson, "and whatever vendor comes in to speak with me or senior writer,

Continued on page 7



Guido and Stan Examine an Article

COMING TOGETHER...

Continued from page 6

Amy Cortese, frequently has the opportunity to have Guido appear at the interview and ask questions as well." The occasion to visit Digital arose a few days before Piatti was to leave. "At that interview a large presentation on Digital software strategy was given. This is something that we may not have done on our own, but due to Guido's visit the occasion presented itself, and they really put on a great presentation for us.

"My role is as an observer because I do not know the market very well," said Piatti. "I have knowledge of it, but I know the hardware market better than the software market, so the interviews were for me to learn things like this global view. The products and the market are mainly concentrated here in the US, not in Italy, and this makes the US the basis for learning.

"The Italian users are always hungry for news about every new technology. They are interested because they are in a mainframe area, an area that used to be quite dominated by IBM. Users were listening to what IBM was saying, but in a year or two things started to change. Now people are getting interested in the attainment of open systems, and because the cultural level for information has been raised, they are trying to get information about the standard for how things work and what is useful.

"The Italian market is the fourth largest market but it is growing the fastest. They really need to become well-rounded in the computer industry, and there is a hunger to have knowledge about the mainframe area. The outdoor market also has people trying to acquire more information."

Piatti points out that many companies like Sun have opened in the past year. The market in Italy is very active now because these companies are growing increasingly aware of the opportunities arising in the area. MIS managers in Italy are now more willing to try different solutions and to try different products in order to bring in more information.

Piatti's visit was beneficial to both parties. Gibson, who had been the hardware editor for CW and switched over to software last August, found Piatti's transition to be very similar to his own. "Solidifying the family ties within the IDG community is a nice experience," said Gibson. "Most companies don't have that global reach where you can get to know someone who is working in a totally different environment but is writing about many of the same subjects, and we have a lot in common to begin with. There is a similar concept shared by CW Italia and *CW Publishing* in Framingham."

STAN GIBSON

People
People
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Have you recently…

_____ won an award?
_____ made a speech?
_____ completed a course?
_____ been appointed or promoted to a new position?
_____ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

____
____
____
____

NAME _____________________
COMPANY _____________________
DEPARTMENT _____________________
PHONE/EXT. _____________________

ENGAGEMENT/MARRIAGES:
NAME _____________________
DEPT./TITLE _____________________
SPOUSE'S NAME _____________________
DATE _____________________
PLACE OF MARRIAGE _____________________
HONEYMOON? _____________________

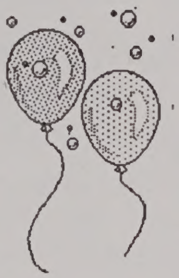
BIRTHS:
NAME _____________________
DEPT./TITLE _____________________
SPOUSE'S NAME _____________________
BABY'S NAME _____________________
DATE OF BIRTH _____________________
WEIGHT, LENGTH OF BABY _____________________

MARCH 1-14 ANNIVERSARIES

Twelve Years
Diane Martin - CIO PUBLISHING

Eleven Years
Thomas Monahan - CW PUBLISHING

Ten Years
Ann Baker - IDG
Walter Schoenberger - CW Germany



Nine Years
Darlene Dichard - IDG/P
John A Dix - Network World

Eight Years
Fiona Davies - IDG/P
Margaret McIndoe - CW PUBLISHING

Seven Years
Ricardo de Almeida Goncalves - CW Brazil
Mary Ann McAuley - IDG CI
Joan Pinsky - Network World
Frederick Losapio - CW PUBLISHING
Roger J. Murphy - IDG/P

Six Years
Edson de Oliveira Rodrigues - CW Brazil
Lucia Garcia da Silva - CW Brazil
David Vellante - IDC
Lucille M. Sheehan - IDG

Five Years
Manfred Schmidt - CW Germany
Susanne Schulze - CW Germany
Jonas Santos de Oliveira - CW Brazil
Paramaseeven Vydelingum - IDC France
Christina W Spence - PCW Communications

Four Years
Lucio Basilio - CW Brazil
Rosemere Jorge de Jesus - CW Brazil
Wanise Ferreira da Costa - CW Brazil
Kiyotaka Kondoh - IDC Japan
Lesley Judge - CWCI Australia
Miriam Jenkinson - InfoWorld
Rachel P Parker - InfoWorld
Clinton Wilder - CW PUBLISHING

Three Years
Robert Norum - CW London
Pia Lundkvist - PCW Denmark
Pat Coviello - IDG
Dale Strang - IDG/P
Christine Cavelle - CW France
Maya Timmer - CWCI Netherlands
Josh Gonze - IDC
Daniel Muse - IDG/P
Shelagh Avins - CWCI Australia

Two Years
Juergen Reischl - CW Germany
Emiko Wakatsuki - IDC Japan
Keiko Ohta - IDC Japan
Takehisa Kondoh - IDC Japan
Brian Pratt - CWCI Australia
Valerie Norville - FCW
Kim Purnell - IDC Australia
Virginia L Forster - IDG CI
Paul Ruess - IDG/P
William Sadler - IDG/P
James Daly - CW PUBLISHING
Jane Lagas - PCW Communications
Kathleen Roberts - IDG CI
Carlos Eduardo Perone - CW Brazil
Rita Schwartz - FCW
James Burns - IDG/P
Eleni Brisbois - Network World
Paul McCloskey - FCW

Continued on page 10

Nuts & Bolts

Pascal Piatel is a 20 year old french student studying law. He is in his third year at French University, and will be studying commerce and management next year. Piatel would like to improve his English before starting the course, and in order to do so is visiting the U.S. during the month of August. He would like to find a trainee position within IDG, and to stay with a family who could offer him lodging. All necessary expenses will be paid.

If you know of a position, or will be able to offer lodging please contact Deborah Butler c/o The IDG World Update, (508) 875-5000, ext. 812.

For Sale

Lift tickets to major Vermont ski resorts; good any day, midweek, weekends and holidays. Tickets include Mt. Snow, Magic, Smugglers Notch, Stowe, Jay Peak, Suicide Six, Ascutney, Bolton Valley and Sugarbush. $18.00 each. If interested, please call Marie at (508) 879-0700, ext. 758.

Needed:

Abackup ride to and from Cleveland Circle (Brookline/ Brighton) to IDG Framingham. Will share expenses. Please call Sharyn at (508) 875-5000, extension 329.

IDG WORLD UPDATE

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ANNIVERSARIES...

One Year

Miklos Cocron - CW Germany
Omar Vazquez - CWCI Venezuela
Jeffery R Reed - InfoWorld
Sebastian Rupley - InfoWorld
Michael Blumenfeld - CIO PUBLISHING
William Charles Ford - FCW
Craig Middleton - Financial Services
Stephen Ross - IDC
Eve Lieberman - IDG
Laura Johnson - IDG/P
Bart Crockett - Network World
Paul McPherson - Network World
Carol Suby - IDC
Leslie Kenney - CIO PUBLISHING
Cathleen Duffy - CW PUBLISHING
Kim Chong - CWCI Australia
Gail Montalbano - ITI
Nicholas D Arnett - InfoWorld
Sarah E McEwen - InfoWorld
Anne C Dripchak - Network World

IDG
WORLD
UPDATE

Volume 19, Number 13 April 3, 1989

CD Buys Direct Access

For Canada's MIS & Departmental Computing Buyers

COMPUTERDATA

INSIDE

DEPARTMENTS

FOCUS

Local Area Networks

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Profs Claim IC Bosses Troubled

Software Standards Crusade In Motion

CA's Strategy For The 1990s

On Monday, March 13, there was a reception for computer industry leaders and information systems executives in Toronto, Canada to celebrate the 25th anniversary of IDC, the fifth anniversary of IDC Canada, and the acquisition of the biweekly newspaper, *Direct Access*, a DP professional recruiting publication.

Over 150 customers attended the reception at the Albany Club and the subsequent dinner at the Toronto Yacht Club.

Michael Atkins, chairman of Page Computer Publishing, the IDG affiliate in Canada, said that the monthly magazine *ComputerData* has doubled its marketshare in the last nine months, moving past *Canadian Data Systems* to be the number one computer monthly in Canada. He said, "The acquisition of *Direct Access* allows for the launching of a computer newspaper for the Canadian market which is initially twice a month and is expected to become weekly later this year." This publication is expected to take the largest share of computer job advertising in Canada, and has prospects to become the largest computer newspaper in Canada in the years ahead.

Patrick McGovern addressed the reception, sharing his vision for the next twelve years of the evolution in the computer industry, pointing out that the industry will reach $1.2 trillion in annual revenue in the year 2000, making it the world's largest industrial activity. He also applauded IDC Canada for revenue growth of over 50% per year in its first five years, with consistent profitability. He also remarked that IDC Canada had virtually a 100% renewal rate, indicating the high degree of effectiveness in their client service.

McGovern remarked how pleased he has been with the progress in the publications of Page Computer Publishing and looks forward to seeing Page Publishing emerge as the largest computer publisher in Canada and to extend its range of publications with additional titles.

Also attending the reception was **Tom Swithenbank**, president of IDC, and Andrew White, publisher of *Direct Access,* as well as the new publisher of *ComputerData*. Also present was Bruce Taylor, publication consultant, who helped guide the development of *ComputerData* in the last six months. In addition, **Paul Kennedy**, managing director of IDC Canada, was on hand and he presented McGovern with a poster size picture of the entire IDC Canada staff. ☐

SPOTLIGHT: PC WORLD'S CIRCULATION DEPARTMENT

(L TO R) BILLIE BROWNELL, HEATHER MARTIN, ELLEN KANIMOW, AND NOEL WHITE

Less than a year ago, *PC World* circulation activities were administered by a centralized circulation department performing circulation promotion, fulfillment, customer service and single copy sales management for all three PCW Communications titles: *PC World, Macworld* and *Publish!*. With the decentralization of PCW Communications into three distinct operating groups in June of 1988, single copy sales remains the only centralized circulation function within PCW Communications. Consequently, *PC World* has had the opportunity to create a circulation department that is uniquely suited to its needs.

The current *PC World* circulation department is comprised of a six-person team with a very simple mission: establish 500,000 managers to buy *PC World* every month through subscriptions and single copy sales thereby contributing one-third of the publication's total revenues. Furthermore, the department's goal for the profit margin on subscription revenues is 27% before taxes.

Two marketing lines, new business and retention marketing, have been established under the leadership of **Heather Martin**, circulation director. Each marketing line has a circulation manager and circulation assistant, who is responsible for administering the programs. For example, the circulation manager in charge of new business marketing is responsible for all new business acquisition sources including direct mail, insert cards, trade show promotions, gift promotions, User Group programs, and Corporate Group sales. Similarly, the circulation manager in charge of retention marketing focuses on ongoing renewal and billing programs that maximize profits, instill subscriber loyalty, and complement the sales methods used in new business acquisition.

Each circulation manager, with the help of his/her assistant, is entirely responsible for conceiving and executing the marketing programs in their line area. This includes development of the creative concept into

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SPOTLIGHT....

Continued from page 2

a printed promotion, purchasing materials, overseeing vendor services, preparing budgets and reconciling expenses, analyzing results of new programs, and forecasting sales. In addition, each circulation manager is charged with the professional development of the circulation assistant reporting to him/her.

Both of the *PC World* circulation managers have five to six years of marketing experience. **Billie Brownell**, circulation promotion manager, arrived at the company with five years of experience in trade publishing. After three years with PCW Communications in the position of circulation promotion coordinator, Brownell was promoted to manager in February 1989. **Ellen Kaminow**, circulation manager/Renewal and Billing, joined *PC World* in February 1989. She had five years of varied marketing experience, including research positions and a stint as marketing manager with Time-Life Home Video. Kaminow has her M.B.A. from New York University.

The circulation assistant positions at *PC World* have been structured as management trainee positions. Typically, *PC World* circulation assistants have exceptionally strong undergraduate academic records, and at least two years of business experience in positions requiring excellent quantitative skills. **Noel White**, circulation assistant/Renewal and Billing, is a perfect example. Prior to joining **PC World** in October 1988, White, a native Californian, worked as a registered representative for a national discount brokerage firm. When asked how her new job compares with her old one, White replied, "Circulation is harder than trading securities!"

"I believe it!" replied Martin, whose eleven-year career in publishing has always provided plenty of challenges. Martin's publishing background includes circulation positions with Time Inc. and Murdoch Magazines, along with service side experience in computer modeling and fulfillment. In her spare time she completed graduated business studies at New York University and the J.L. Kellogg School of Management.

Addressing the Circulation Department, Martin stated "Since arriving at *PC World* in September of 1988, I've had the opportunity to work with a great publishing team made up of highly skilled and highly motivated people who appreciate success. In circulation, we've started a lot of exciting circulation programs on both new business and the renewal marketing side. Both have been collaborative programs with our editorial staff. Heavy emphasis is being placed on customer service and analyzing all our programs to find ways that will add value and provide the greatest possible level of customer satisfaction. We've also added a customer service specialist to our staff who is dedicated to providing same day resolutions of customer requests. What will guarantee our ultimate success more than anything else is to have the right team in place to get the job done. We're committed to success, whatever it takes; our motto is: no excuses!" ☐

IDC's "DIRECTIONS '89" BRIEFINGS BREAK ALL RECORDS

IDC kicked off its 24th Annual Computer Industry Briefing Session in Washington, D.C. on March 1st. The Session then travelled to New York, Santa Clara (CA) and Irvine (CA), concluding in Boston on March 15th.

Tom Swithenbank, president of IDC, opened the one-day conferences, with a special appearance by **Patrick McGovern**, chairman of IDG, at the final session in Boston. **Tom Willmott**, IDC's senior vice president of Technology Services Group, focused on the demands of information systems executives and the ways in which those demands will drive the industry agenda in 1989. **Robert Tasker**, vice president/ Software Research Group, offered a review of the software market and provided forecasts for emerging technologies and markets for the next several years. **Richard Schreiber**, vice president of Systems Research, presented IDC's midrange computer systems review and forecast for 1989.

The afternoon session introduced **David Moschella**, vice president of the Computer Systems Research Group at IDC, who analyzed international computer markets and competition. **Doug Gold**, manager of the Communications Industry Research Services, provided a review and forecast of the communications industry; **Vicki Brown**, director of Systems Research, detailed the vendor strategies, market position, and the impact of the workstation wars; and **Aaron Goldberg**, IDC's vice president of Microcomputer Services, analyzed the personal computer industry, paying special attention to the changing patterns of PC usage and what vendors can do to protect their position or gain a competitive edge. Gary Fisher, computer scientist for the National Institute of Standards and Technology commented, "It is a valuable overview of the industry. Professionally done. Aaron Goldberg is excellent!"

Terry Shannon, DEC Presents an In-depth Analysis

Debra Brown, Mike Deutsch and MaryAnne Sinville

New to IDC's Briefing Session this year were the successful Regional Focus Sessions. **Terry Shannon**, director of IDC's DEC advisory Service, presented an in-depth analysis of Digital Equipment Corporation in New York and Boston, where there were more than 40 DEC employees present. Bob St. Germaine, product manager for Digital Equipment Corp stated, "Everyone in the computer industry owes it to himself to attend the annual IDC Briefing Sessions." **Ken Karhuse**, vice president of IDC Washington, provided an outlook for information

Continued on page 5

Continued from page 4

IDC'S "DIRECTIONS '89" BRIEFING BREAK ALL RECORDS....

technology in the federal government at the Washington Forum. Both California sessions featured a review and forecast of the semiconductor industry, which was expertly delivered by Jack Beedle, president of In-stat, Inc.

Attendee Ted James, director of Investment Relations, CMS Enhancements Inc. stated, "I wish all of our product managers had attended. They could have learned a great deal that would have helped them and our company."

According to **Maryanne Sinville**, manager of Marketing Services, "The results by which we judge conference success were up significantly this year. Total revenue increased by more than 45%, attendance was up by 20%, and program evaluations were very favorable. In addition to an excellent panel of speakers, the program benefited from the hard work and professionalism of **Debra Brown**, **Paula Zinck**, and **Kathy Collins** of Marketing Operations at IDC, and **Shelley Bakst**, director of Corporate Communications." □

Network World recently welcomed **Evilee Lasker** to the position of marketing manager. Her responsibilities include advertising, research, and promotion. Prior to her appointment at *Network World*, she was an ad manager for the Codex Corporation. At Codex, she was responsible for advertising, media, and research. Lasker received a bachelor of Arts in Psychology at a State University in upper New York, and she is an avid professional sports fan, with a special interest in the Bruins, Red Sox, and Patriots.

Please join IDG in welcoming her aboard.

CW Publishing announced the appointment of **Paul Mercer** to the Advertising Billing Department.

In his new position as advertising billing coordinator, Mercer's responsibilities will include: classified advertising insertion order entry, CW contract advertiser maintenance, and credit research on delinquent accounts.

Mercer has been employed by CW Publishing for two years. Prior to joining the Advertising Billing Department, he worked as the CW mailroom supervisor. His positive attitude will be a great asset to the department.

Please join IDG in welcoming Paul to his new position.

Stephens Addresses CSPA

Martha Stephens, corporate director for IDG Human Resources, presented "Workforce 2000" at the Computer Service Personnel Association (CSPA) winter meeting in Los Angeles. The speech addressed demographic changes in the work force and changes in employee/employer expectations.

Wedding

IDC's **Mary Donovan**, of Client Services, has announced the date of her wedding to Al Thomas, an electrical engineer with Raytheon. The couple plans a spring wedding, and the ceremony will take place in Bradford, Massachusetts on April 15, 1989. Mary and Al have planned a honeymoon in Jamaica.

Birth Announcement

Congratulations! **David Veale**, PC coordinator of IDG/Peterborough, and his wife, Lydia, assistant editor of *PC Games*, announced the birth of their first child, Cassandra Julia. She was born on March 3, 1989, weighed 8 lbs. 10 ozs., and was 20" long.

Continued on page 10

IDG'S TOP MANAGEMENT EXAMINES THE COMPUTER AND COMMUNICATIONS INDUSTRY THROUGH LRP

The *IDG World Update* wishes to recognize those IDG employees who served on the 1989 Long-Range Planning Committees for their excellent, thorough and informative work in preparation for the Long-Range Planning Committee presentations, which were held at the Natick Crowne Plaza on March 21.

The Long-Range Planning Meeting serves as an opportunity for IDG's top management team to examine the computer and communications industry through outside client presentations and reports on the ever-changing trends in the computer marketplace in an effort to help IDG focus on providing the best information services on information technology. The annual three-day Workshop Sessions were held at Babson College on March 30-April 1. The meeting was directed by **Walter Boyd**, president of IDG.

The four LRP Committees formed for the 1989 meeting were: "Human Resource Needs in the 90's," chaired by **Martha Stephens**, director of IDG Human Resources; "PCs in the 90's," chaired by **Mike Perlis,** president of IDG/CI Peterborough; "DP/MIS in the 90's," chaired by **Bill Laberis,** editor-in-chief of CW Publishing; and "Communications in the 90's," chaired by **Gary Beach,** president of Network World Publishing.

Congratulations to all those who served on the Committees in preparing concise and accurate studies.

The LRP Committee Members listed by group were:

Human Resource Needs in the 90's

- Martha Stephens (Chair), International Data Group
- Pat Powers, CW Publishing/Chicago
- Tom Rousseau, IDGCI/Peterborough
- Patrick Kenealy, Digital News
- Elaine Oulette, International Data Corporation
- Kurt Carlson, International Data Group
- Ginny Forster, IDG Communications
- Joan Daly, Network World
- Shelly Ginenthal, PCW Communications
- Tim Caffrey, International Data Corporation

PC's in the 90's

- Mike Perlis (Chair), IDGCI/Peterborough
- David Buerger, InfoWorld
- Jeff DeTray, IDGCI/Peterborough\
- Eric Knorr, PCW Communications
- Steve Moore, Network World
- Susan Petrie, IDG Communications
- Steve Rosenfield, Macworld
- Roger Stukhoff, Port C. Review
- Steve Twombly, PC Resource
- Ian Warhaftig, IDG Research

DP/MIS in the 90's

- Bill Laberis (Chair), CW Publishing
- Alan Towl, CW Publishing
- Marcia Blumenthal, CIO Publishing
- Mark Leary, International Data Corporation
- Ed Scannell, InfoWorld
- Curt Beaumont, International Data Corporation
- Michael Sullivan-Trainor, CW Publishing
- Clint Wilder, CW Publishing
- Joanne Kelleher, CW Publishing

Communications in the 90's

- Gary Beach (Chair), Network World
- Katherine Korostoff (Co-Chair), International Data Corporation
- Steve Cox, PCW Communications

Continued on page 10

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Market Research Analyst (IDC)
IDC is seeking a resent college graduate for a fast-track market analyst position. This job covers the rapidly-changing personal computer software and hardware industries. It blends frequent contact with clients and high-level industry executives along with a challenging research and writing schedule. This competitive position requires strong writing, interpersonal communication and analytical skills. A background in economics, marketing or journalism as well as knowledge of PC spreadsheet, word processing and database applications is helpful.

Accoutnt Executive (2) (FSC)
Working within Financial Services, responsible for selling all services. Territories are East and West Coast. Person can be based on either coasts. Requirements: 5 years direct sales in the MIS community, excellent presentation/communication skills, a willingness to travel 30 - 50%. Performance must be at/above quota.

Administrative Assistant (PCW)
To perform administrative and clerical tasks as determined by the Associate Publisher of Macworld. To assist in the smooth functioning of the Marketing and Sales departments, to facilitate and expedite both the incoming and outgoing communications, and to represent the Associate Publisher as situations dictate. Requirements: excellent organizational skills, effective communication skills, some financial understanding with a willingness to learn more, supervisory skills, instinct and enthusiasm for making decisions and problem-solving, familiarity with publishing industry, Macintosh proficiency or willingness to learn quickly, excellent time management skills.

Technical Editor (DN)
Responsibilities: technical stories for news, technical backup to other staff members, review product profiles, review for content. Requirements: 3-5 years journalism experience, 2 years in technical writing, familiarity with VAX/VMS.

Job Opportunities

Revised: April 1, 1989

Division	Title	Publication / Location	Contact Manager	Phone #
IDG	Staff Accountant	Framingham, MA	S. Perry	(508) 875-5000
IDG	Computer Operator (2nd Shift)	Framingham, MA	M. Cornetta	(508) 875-5000
IDG NEWS SVC	Editorial Director	Boston, MA	S. Perry	(508) 875-5000
WEC	Conference Sales/Acct Rep	Framingham, MA	D. Ferriter	(508) 875-5000
WEC	Press Relations Coordinator	Framingham, MA	S. Perry	(508) 875-5000
WEC	Part time Assistant	Framingham, MA	R. Poulin	(508) 879-0700
ITI	Sales Rep/Account Executive	Framingham, MA	S. Perry	(508) 872-2700
ITI	Market Research Associate (4)	Framingham, MA	S. Wilsmer	(508 872-2700
FSC	Account Executives	Framingham, MA	S. Perry	(508) 875-5000
IDC	Senior Analyst (2)	Framingham, MA	V. Brown	(508) 872-8200
IDC	Market Research Analyst	Framingham, MA	B. Stephen N. McSharry	(508) 872-8200
NWW	District Manager	*Network World,* Framingham, MA	P. McPherson	(508) 879-0700
NWW	Mail Center Clerk	*Network World,* Framingham, MA	C. Cileberto	(508) 879-0700
NWW	Typesetter/Production Coord	*Network World,* Framingham, MA	C. Polack	(508) 879-0700
DNP	P/T Typesetter	*Digital News,* Boston, MA	V. Blake	(617) 482-8470
DNP	Technical Editor	*Digital News,* Boston, MA	C. Babcock	(617) 482-8470
FCW	Circulation Director	Federal Computer *Week,* VA	A. LaHue	(703) 876-5100
FCW	Markg Specialist/Trade Show Mgr	*Federal Computer Week,* VA	C. May	(703) 876-5100
MAC	Art Director	*Macworld,* San Francisco, CA	J. Borrell	(415) 546-7722
MAC	Senior Design Associate	*Macworld,* San Francisco, CA	D. McLeod	(415) 546-7722
MAC	Associate Editor	*Macworld,* San Francisco, CA	A. Mello	(415) 546-7722
MAC	Senior Design Associate	*Macworld,* San Francisco, CA	D. McLeod	(415) 546-7722
MAC	Associate Editor (2)	*Macworld,* San Francisco, CA	D. Ushyema	(415) 546-7722
MAC	Copy Editor	*Macworld,* San Francisco, CA	R. Henrich	(415) 546-7722
MAC	Ad Traffic Coordinator	*Macworld,* San Francisco, CA	C. Smukler	(415) 546-7722
MAC	Administrative Assistant	*Macworld,* San Francisco, CA	S. Rosenfield	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	H. Martin	(415) 546-7722
PCW	Circulation Manager	*PC World,* San Francisco, CA	H. Martin	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	S. Van Leuven	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World,* San Francisco, CA	G. Clark	(415) 546-7722
PCW	Research Assistant	PC World, San Francisco., CA	R. Ames	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World,* San Francisco, CA	G. Clark	(415) 546-7722
PCW	Renewal Billing Manager	*PC World,* San Francisco, CA	H. Martin	(415) 546-7722
PCW	Direct Marketing Manager	*PC World,* San Francisco, CA	J. Bokar	(415) 546-7722
PCW	Administrative Assistant	*PC World,* San Francisco, CA	V. Ritondale	(415) 546-7722
PCW	Catalog Coordinator	*PC World,* San Francisco, CA	S. Van Leuven	(415) 546-7722
PCW	Receptionist	*PC World,* San Francisco, CA	S. Cox	(415) 546-7722
PCW	Ad Traffic Coordinator	*PC World,* San Francisco, CA	A. Foley	(415) 546-7722
PUB	Assistant to the Publisher	*Publish!,* San Francisco, CA	S. Ginenthal	(415) 546-7722
PUB	Managing Editor	*Publish!,* San Francisco, CA	S. Gubernat	(415) 546-7722
IFW	Shipping Coordinator	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Reporter	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	Editorial Assistant	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602
IFW	LAN Test Technician	*Infoworld,* Menlo Park, CA	M. Mason	(415) 328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW/NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

**IDC, IDG, IDG/C, WEC and ITI NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for **IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

- April 11
- May 8
- June 13
- July 11
- August 8
- September 12
- October 10
- November 7
- December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact Mary Cornetta at IDG, Human Resources, x834, to schedule for the April 11 session.

****IDC new employees should contact Debbie Thistle at IDC Human Resources, x416, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.**

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

MORE BENEFITS NEWS

Automatic Deposit

Employees with automatic deposit who are changing bank accounts **should not** close out their old account until notifying the payroll.

The employee should also note that it takes approximately 4 weeks for the change to take effect. An actual check (not a check stub) will be received during this changeover period.

If you have any questions regarding this process, please contact your human resources department.

Federal Computer Week Honors Government Officials

On March 7, *Federal Computer Week* honored ten newsmakers in the U.S. government at an awards reception at the National Press Club in Washington, D.C. The weekly newspaper, which targets the government systems community, recognized ten federal officials who have contributed in significant ways to the purchase and use of computers and communications.

(From left to right) Rear Admiral Paul Tobin; Col. William McKenney, accepting for Major General James S. Cassity, Jr.; FCW EditorEdith Holmes; Bruce Lepisto; Stephen Squires; Vinton Cerf; Barbara Cerny; Jimmie Brown; and FCW PublisherSteven Woit.

"In his budget message to Congress, President Bush stressed the importance of using advanced technology effectively while delivering more and better services to the public," said Steve **Woit**, publisher of *FCW*. "The individuals *FCW* recognized are in the forefront of that effort."

The newspaper's editorial staff selected the award winners. Each of the newsmakers have appeared in recent FCW articles.

Those receiving FCW's first annual newsmaker award were:

- Jimmie Brown, Director of the Office of Management and Budget in the Financial and Policy Branch, for his leadership in setting standards for and urging the use of off-the-shelf financial software.
- Major General James S. Cassity Jr., commander of the Air Force Communications Command at Scott Air Force Base, for his role as the source-selection authority in the minicomputer contract that the Air Force shares with AT&T (AFCAC-251).
- Michael Corrigan, Deputy Commissioner for Telecommunications in the General Services Administration, for his work as principal author of the Government Open Systems Interconnection Profile and as the first technical manager of the Defense Data Network for the Defense Department.
- Vinton Cerf, Vice President of the Corporation for National Research Initiatives, for his work on networks, particularly the Internet, both within and outside the government. This research-oriented top-of-the-line network is setting new standards in data com-

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Federal Computer Week...

munications, the most recent of which ensures the privacy of electronic mail.

- Barbara Cerny, Director of Information Resources Management at the Office of Civilian Radioactive Waste Management in the Department of Energy, for designing the Department of Energy's full-text system for licensing radioactive waste sites.
- Thomas Giammo, Assistant Commissioner of Information Systems at the Patent and Trademark Office of the Department of Commerce, for tackling the technical and management problems that have plagued the Patent and Trademark Office in its effort to automate patent searching.
- Judge Vincent LaBella, Administrative Judge for the General Services Board of Contract Appeals, for his work as a judge and vice chairman of the General Services Administration's Board of Contract Appeals. LaBella and his colleagues continue to hand down decisions in several important cases that will help clarify agency interpretations of procurement laws and rules.
- Bruce Lepisto, Deputy Director of CALS Policy Office in the Office of the Sectetary of Defense, for his work to develop standards for computer-aided acquisition and logistics support.
- Stephen Squires, Director of Strategic Computing at the Defense Advanced Research Projects Agency, for the lead DARPA has taken in strategic computing during his tenure as director in this area.
- Rear Admiral Paul Tobin, Director of Information Resources management for the Department of the Navy, for his leadership in moving the Navy toward greater use of commercially available systems.

> *"When the partnership works, the government, this community and the public are the winners."*

"On behalf of *FCW*'s editorial staff, I want to thank the news makers and many others for answering our phone calls," said Edith Holmes, editor of *FCW*, as she addressed the audience. "The stories this newspaper runs each week, particularly those that appear on page one, depend on your timely response to our calls for facts, reactions and opinions.

"We are indebted to the men and women being recognized here for turning what so easily becomes an adversarial relationship into a partnership. We want to report what works and what doesn't work. We want to be the vehicle that reports the news on a timely basis. We couldn't do that without you. When the partnership works, the government, this community and the public are the winners."

About 250 people braved adverse weather conditions to honor the 1989 *Federal Computer Week* Newsmakers. "We consider the event a tremendous success," said Woit, "and expect to hold it annually." The awards were made in connection with this year's Federal Office Systems Exposition, for which *FCW* is the official publication.

☐

Anniversaries April 1-7

One Year
Peter Gruber - CW Germany
Susanne Arndt - CW Germany
James Willcox - IDC
Melinda Christie - IDG/P
Gayle Gaskin - InfoWorld
Deborah Laperriere - CW PUBLISHING
Lindsay Caldwell - IDC
Steve Kropper - IDC
Susan Maizel - IDG/P
Carol So - InfoWorld

Two Years
Patricia Pane - InfoWorld
David Hoermann - PC W Communications
Helmut Achatz - CW Germany
Magdalena Koch - CW Germany
Maria Wagner - CW Germany
Susanne Neuner - CW Germany
Guillermo Wilson - CW Argentina
Patrick Kwok - CW Asia
Edinnilson Confessor - CW Brazil
Maria Jose Varjao - CW Brazil
Paulo Vilela - CW Brazil
Alicia Saribalis - CW PUBLISHING
Ralph Rueegg - CW Switzerland
Garielle Harris - IDC China
Guenther Broeking - IDC Germany
Ellen Otis - IDG/P
Linda Sweeney - IDG/P
Stephen Satchell - InfoWorld
Ian Warhaftig - IDG CI
Jonathan Maslow - PC W Communications
Paula Shaughnessy - CW PUBLISHING
Nancy Sterling - InfoWorld
William Freais - PCW Communications

Three Years
Simone Fiedler - CW Germany
Udo Elsner - CW Germany
Eronilda Barbosa da Salva - CW Brazil
Gilson Alves de Oliveara - CW Brazil
Jeff Rodrigues Silva - CW Brazil
Joao Candido Martinelli - CW Brazil
Rosana Goncalves Vianna - CW Brazil
Marie-Laure Dupuy - CW France
Martin Meier - CW Switzerland
Maria Lee - IDC Asia
Leaine Jarvis - IDC Australia
Alicia Orenes y de la Mata - IDC Espana
Hiromitsu Hatakeyama - IDC Japan
William Berghauer - IDG
Hope Winslow - PC W Communications
Carole Zozaya - CW France
Carolyn Knox - CW PUBLISHING
Steven Ulfelder - CW PUBLISHING
Robert Wells - CWCI Australia

Four Years
Joachim Herbert - CW Germany
Feliciano Martins da Junior - CW Brazil
Jorge de Oliveira da Silva - CW Brazil
Lygia Ferreira Bittencourt - CW Brazil
Aromi Rajon - CW France
Stanley Kolodziej - CW PUBLISHING
Gebhard Osterwalder - CW Switzerland
Susi Schnewlin - IDC Switzerland
Richard Mikita - ITI

Five Years
Anita Laule - CW Germany
Richard Fachtan - CW Germany
Ulf Froitzheim - CW Germany
Carlos Alberto Pereira - CW Brazil
Edward Acly - IDC
David Sanders - IDG CI
Stephen Rees - InfoWorld

Six Years
Karin Kulling - CW Germany
Carlos Sosa - CW Argentina
Angeles Silva - IDC Espana
Mary Lewis - InfoWorld
Laura Berland - LINK Resources

Nuts & Bolts

For Sale: 1987 Mazda RX7-GXL; 28,000 miles; $12,000/ best offer. If interested please call Ken at (603) 889-3049.

For Sale: 1981 Volkswagon Rabbit. Excellent condition. Metallic, forest green, 4 speed with fuel injection; 80,000 miles; sunroof. Have recently updated the brakes, shocks, exhaust and battery. $2,500. If interested please call, (617) 489-4895. Day or night.

IDG'S TOP MANAGEMENT.....

Continued from page 6

- Martin Taylor, CW New Zealand
- Jo Rodgers, InfoWorld
- Steve Kropper, International Data Corporation
- Barton Crockett, Network World
- Jim Shannon, Digital News
- Paul Pastrone, International Data Corporation
- Kathy Browse, IDC London
- Mei Li Tan, IDC Australia

IDG WORLD UPDATE

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Assistant Editor
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Art Director
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Human Resources News Editor
Debbie Thistle

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Contributing Editors
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Anniversaries April 1-7 ...

Seven Years
Claudia Marwede-Dengg - CW Germany
Cheryl Aleithe - World Expo

Eight Years
Helga de Gregori - CW Germany
Ursula Pusch - CW Germany

Eleven Years
Ursula Sauter - CW Germany

Fourteen Years
Yuji Ogino - IDC Japan

Sixteen Years
Judith Kramer - Financial Services

IDG
WORLD
UPDATE

VOLUME 19, NUMBER 14

APRIL 10, 1989

IDG/CI EUROPEAN MANAGERS MEETING HELD IN AUSTRIA

IDG/CI recently held a European Managers meeting in Kitzbuehel, Austria. Attendees from over ten different IDG/CI operations in Europe and America travelled to participate in stimulating meetings that prompted excellent ideas for the "milestones" in the upcoming years.

Axel Leblois, president of IDG/CI and **Eckhard Utpadel**, vice president of CW Publikationen, organized this meeting which attendees felt was one of the most productive and successful meetings ever.

Overview of IDG/CI Results and Activities

Leblois kicked-off the meeting on Monday, March 6th with an overview of IDG/CI's results and activities. He focused on market

Continued on page 2

(L To R) Jayne Enos, Bill Murphy and Ian Thalmessinger at the Controllers workshop

Managers meeting in session

MANAGERS COVENE IN AUSTRIA...

trends and an analysis of IDG's competitor strategies. The meeting allowed an opportunity for the international managers to look for common goals in each of the markets that IDG competes in. One opportunity the managers discussed was the European integration in 1992. Plans are underway to open-up key communication markets and to meet the anticipated Pan-European information technology and marketing needs. "As a result of the meeting, IDG/CI has realized a major opportunity to enhance its dominant position based on a carefully designed strategy," stated Leblois.

Jayne Enos, IDG's corporate tax director gave a speech on licensing policies and tax management for all attendees. "This session was most beneficial for the IDG/CI managers as it enabled them to gain a better understanding of the IDG tax policies worldwide," stated **Bill Murphy,** executive vice president of Finance.

Participants also attended such discussions as, "IDG's News Service Progress and Plans for 1990"; conducted by **David Hill,** director of the IDG News Service, "Long Range Planning Implementation"; given by **Walter Boyd,** president of IDG, "An Update on Last Years's Plan for IDG Outside Funding"; presented by Bill Murphy, and "Macintosh Markets for the 1990's": Opportunities for IDG/CI; conducted by **Jim Martin,** president and publisher of Macworld.

The first day of meetings adjourned at 7:15 p.m. with a final discussion by **Gary Beach,** president and publisher of Network World. Beach addressed "Communications Markets for the 90's and the Opportunities for IDG/CI."

Workshop Meetings

The second day of the meeting consisted of workshops organized by Eckhard Utpadel and Max Schulze, consultant. "The workshops were most informative and helpful to the attendees," stated Boyd.

The meeting enabled IDG/CI managers to focus on the fact that the growth of the information technology markets in Europe will remain strong for at least the next four-to-five years. Most markets have not reached two-thirds of the present saturation rate of the U.S. market.

The meeting was a breaking ground for many new projects and, as a result, IDG will launch European Computer Careers.

IDG/CI has plans to hold another European Manager's Meeting in Spain, from June 15-17. The June meeting will allow IDG managers to review market facts, competitor's strategies, and new product opportunities. ☐

Gebhard Osterwalder, CW Switzerland and Preben Engell, CW Denmark

People

Hometh Appointed Vice President of Manufacturing

Leigh Hometh has been appointed to the position of vice president of manufacturing at CW Publishing. This appointment recognizes the increasing importance of controlling manufacturing costs and capitalizing on the changing technology in the world of printing. The appointment is also in recognition of Hometh's outstanding contributions to these areas. Please join in extending congratulations to Leigh.

McPherson Appointed Sales Director for *Computerworld*

In recognition of the outstanding contributions made by our Midwest Region, CW Publishing is delighted to announce the promotion of **Kevin McPherson** to the position of sales director of a new Midwest Sales Region, which has been restructured to include the Dallas office. Reporting to McPherson will be **Larry Craven** and **Darren Ford**. Year-to-date, the Midwest Region has increased their market share a record 16% over 1988.

McPherson started with *Computerworld* in September of 1981 as the first management trainee, fresh from receiving his MBA at the University of Connecticut. While in this program McPherson received exposure to all facets of publishing, including production, editorial, circulation, and advertising. In June of 1982, he was promoted to product manager of *Computerworld's Buyers Guides*, a series of six yearly buyers guides segmenting the computer industry. He took this product from concept through actual publication, and ran the buyers guides for three years. In November of 1986, McPherson started as a district manager in the Midwest Regional Sales Office for *Computerworld*. In January of 1988, he was promoted to regional manager of the Midwest Region.

Kirkey Joins Network World

Donna Kirkey has joined the staff at *Network World* in the position of reprint coordinator. In her new position, Kirkey will field all of *Network World's* needs in the area of reprint production, royalties, permissions, and copyrights.

Prior to coming to *Network World*, Kirkey and her husband resided in Kingston, Ontario, Canada, where she was employed as a graphic designer for Queens University. During her tenure at the University, Kirkey became familiar with and worked on a Macintosh computer. As a result, she has been instrumental in automating the reprint department and has successfully produced reprints for clients on the Macintosh for printing.

Please join IDG in welcoming Donna to her new position.

Hutchinson Presents Speech

Art Hutchinson, senior research analyst for IDC's Integration Group, made a presentation to 130 of AT&T's top computer VARs and dealers at their Customer Symposium in Orlando, Florida on March 14. The speech was entitled: "Resellers in the Unix Market = Opportunities + Obstacles for the 1990s."

Birth Announcement

David Essex, senior writer for *PC Resource,* and his wife, Lois, announce the birth of their son, Robert Evan. He was born on March 4th, weighed 5 lbs, 12 1/2 ozs. and was 18 1/2 inches. □

Spotlight: PC Resource's Marketing Department

The primary objectives that drive the daily activities of the *PCResource* marketing department are research, sales support and image building.

The April 1989 issue marks the second year since *PCResource* made its debut at the newsstands. The magazine has progressed from a rudimentary stage to a unique position of strength in an already crowded MS-DOS PC publication market. This is quite an undertaking for any publication marketer.

"I joined the management team at *PCResource* because I was intrigued with the possibilities of getting in on the ground floor of an exciting new publication," said **Susan Stewart**, who has been marketing director at *PCResource* for one year. Stewart's previous publishing experience includes a five-year period in the area of product marketing at ICP, Inc. an Indianapolis company that publishes software trade magazines and reference catalogs.

Debbie Schmitt, marketing assistant, has been with *PCResource* for two years. She and Stewart share their talents on all projects. Schmitt is especially gifted in design, and her expertise has greatly enhanced the look and the feel of the *PCResource* promotional materials.

"Debbie and I have managed to produce an incredible amount of material in the last six months," said Stewart, "and we owe part of our success to the advice, effort and guidance of **Steve Twombley**, our publishing director, and **Tom Rousseau**, our national sales director."

In these six months, the marketing department has crafted several pivotal promotional packages, including the 1988 media kit, an 8-page sales support tool, a positioning/image piece, an editorial department promo, a market facts direct-mail campaign and promotions for the *PCResource* Best Value Awards. They also distribute a monthly newsletter to advertisers and prospects.

The research department's activities have been proceeding at a vigorous pace. "We have conducted two subscriber studies, two ad recall studies, one newsstand survey and two editorial surveys," said Stewart. "We will continue these programs and hope to do some third-party research on our reader targets of small-to-medium business PC users early next year."

Continued on page 5

IDC EXPANDS WEST COAST OPERATIONS

International Data Corporation (IDC) recently announced the expansion of its West Coast operations. The plan was unveiled during the 25th Anniversary celebration ceremony for IDC at the corporate headquarters in Framingham, Massachusetts.

"Due to the rapid growth of the high-tech industry in the greater Southern California area, IDC has established a new office based in Irvine," said **Thomas Swithenbank**, president of IDC. "IDC's newest research center and sales office will join our Los Angeles and Palo Alto offices in providing our clients with the highest quality services in the industry."

According to **Brad Thorpe**, manager of southwest sales at IDC, "The new office will provide an opportunity for clients in Irvine and other cities in Southern California to take advantage of IDC's tremendous resources through the use of a conveniently located research center."

IDC's West Coast office locations now include:

- IDC Irvine - **Brad Thorpe**, 18008 Sky Park Circle, Suite 145, Irvine, CA. Telephone (714) 250-1960.

- IDC Palo Alto - **John Reichmuth**, Vendor Sales, **Susan Harper**, User Sales, 3350 West Bayshore Road, Suite 201, Palo Alto, CA 94303. Telephone (415) 424-8844.

- IDC LA - **Steve Auerbach**, 11835 West Olympic Blvd., Suite 835, East Tower, Los Angeles, CA 90064. Telephone (213) 312-8073. □

SPOTLIGHT...

Continued from page 4

Developing an image for a new publication demands hard work. The management at *PCResource* has established a campaign that will premiere at Spring Comdex and will run throughout the year.

"When we discussed our theme, it all came down to the word 'growth,' which is what *PCResource* is all about," concluded Stewart. "We provide PC users, product sellers, and our own staff a chance to grow. You will see our promotional tagline, 'PCResource, The Way To Grow' on our materials over the upcoming months. If I am doing my job correctly, a lot of people will be hearing and thinking positive thoughts about *PCResource*."

BUSINESS BOOMING AT NETWORK WORLD

March 20, 1989 may one day be observed as the turning point in the illustrious history of *Network World*. This day marks the first time that the publication has carried more ad space than its foremost competitor, *Communications Week*. *Network World* in fact carried one more bleed mag page (roughly an 8-1/2 x 11 ad in a standard tabloid size page) than did *Communications Week*.

Compared to the traditional competitiors, *Network World* has had a very strong first quarter, as measured by the rapid increase in its share of the current market. Last year, *Network World* increased its market share by 8 points over the results for 1987, and to date, that mark has been overshadowed by an additional five point increase in market share for just the first quarter of this year. Considering that much of the market share growth in 1988 came late in the year, 1989 is shaping up to be an even more exciting venture for *Network World*.

"We may look back to March 20th as being the point where we really turned the corner," said **Paul McPherson**, director of advertising sales. □

MACWORLD EXPO TO DEBUT IN WASHINGTON

MACWORLD Expo/ Washington makes its debut on April 26-28, 1989 at the Washington D.C. Convention Center, offering exhibitors the opportunity to reach the rapidly expanding Macintosh federal market. Macintosh enthusiasts from the Greater Washington D.C. area and surrounding mid-Atlantic states will benefit from the chance to see firsthand the latest in Macintosh hardware, software, peripherals, and services.

The federal government is one of the largest Macintosh users, pursuing applications in communications, accounting, education, engineering, office automation, CAD/CAM, database management and other disciplines. Georgetown University and the University of Maryland also implement a heavy-handed use of the Macintosh in the Washington area. These and other colleges in the vicinity are drawing extensively on the benefits of Macintosh products.

"We're thrilled that a show as successful as MACWORLD Expo is coming to Washington, D.C.," said **Steve Woit,** publisher of *Federal Computer Week.* "The time is right to pay significant attention to this market. The Macintosh installed base is the fastest growing in the federal market."

More than 300 exhibiting companies will be on the show floor, including Acius, Inc., Apple Computer, Inc., Ashton-Tate, Digital Communications Associates, Eastman Kodak, Falcon Micro, Farallon Computing, Fox Software, Hewlett-Packard, Letraset U.S.A., Microsoft Corp., SuperMac Technology, WordPerfect Corp., and many more.

As in past MACWORLD Expos in San Francisco and Boston, the Washington show will offer a broad range of conference sessions, from introductory workshops to advanced user tips seminars. A special government user session will focus on uses of the Mac in:

- **Government law offices**
- **Statistics and modeling**
- **Defense**
- **Congress**
- **Multi-vendor envi ronments**

John Sculley, Jean-Louis Gassee, Guy Kawasaki, Jerry Borrell, C. Lloyd Mahaffey, Dave Lavery, James Burger, Robert Farr, Thomas Warrick, and Steve Woit will be among the many distinguished speakers and presenters.

> *The time is right to pay significant attention to this market. The Macintosh installed base is the fastest growing in the federal market.*

□

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Receptionist (IDC)

Answer incoming calls, make travel reservations, occasional filing, post and sort mail and order office supplies.

Traffic Coordinator (CW)

Responsible for maintaining postal and freight ledgers, preparing and submitting postal forms, auditing freight and postal bills, and providing weekend reports on airlifts. Must be good with figures and detail oriented. Requires communication, correspondence and minimal typing skills.

Department Assistant (CW)

Provide administrative support, record tracking, and call trafficing. Also assisting in project scheduling and prioritizing. Requires some office experience and a high school diploma. Must be willing to travel when necessary.

Staff Writer (CW)

Executive assignments as designed by editors. Develop expertise on technology and MIS issues. Bachelors degree, preferably in English or journalism. 1-2 years professional journalism experience.

Circulation Director (Publish!)

Major areas of responsibility: supervise promotion and fulfillment staff activities; direct total magazine circulation budget; direct, develop and support all circulation planning; provide statistical and marketing data with respect to circulation strategy and planning.

Job Opportunities

Revised: April 7, 1989

Division	Title	Publication / Location	Contact Manager	Phone #
IDG	Computer Operator (2nd Shift)	Framingham, MA	M. Cornetta	(508) 875-5000
IDG NEWS SVC	Editorial Director	Boston, MA	S. Perry	(508) 875-5000
WEC	Conference Sales / Acct Rep	Framingham, MA	D. Ferriter	(508) 875-5000
WEC	Press Relations Coordinator	Framingham, MA	S. Perry	(508) 875-5000
WEC	Part time Assistant	Framingham, MA	R. Poulin	(508) 879-0700
ITI	Sales Rep / Account Executive	Framingham, MA	S. Perry	(508) 872-2700
FSC	Account Executives	Framingham, MA	S. Perry	(508) 875-5000
IDC	Senior Analyst	Framingham, MA	V. Brown	(508) 872-8200
IDC	Market Research Analyst	Framingham, MA	B. Stephen N. McSharry	(508) 872-8200
IDC	Receptionist	Washington, D.C.	A. Clements	(703) 893-0833
CWPI	Traffic Coordinator	*Computerworld*, Framingham, MA	A. Coronella	(508) 879-0700
CWPI	Department Assistant	*Computerworld*, Framingham, MA	J. Pennett	(508) 879-0700
CWPI	Staff Writer	*Computerworld*, Framingham, MA	P. Bartolik	(508) 879-0700
NWW	District Manager	*Network World*, Framingham, MA	P. McPherson	(508) 879-0700
NWW	Typesetter / Production Coord	*Network World*, Framingham, MA	C. Polack	(508) 879-0700
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617) 482-8470
DNP	Technical Editor	*Digital News*, Boston, MA	C. Babcock	(617) 482-8470
FCW	Circulation Director	*Federal Computer Week*, VA	A. LaHue	(703) 876-5100
FCW	Markg Specialist / Trade Show Mgr	*Federal Computer Week*, VA	C. May	(703) 876-5100
IDGC/P	Customer Svc Rep (PT)	Peterborough, NH	D. Bourgault	(603) 924-9471
IDGC/P	Sales Associate	*PC Resource*, Dallas, TX	T. Rousseau	(603) 924-9471
MAC	Art Director	*Macworld*, San Francisco, CA	J. Borrell	(415) 546-7722
MAC	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415) 546-7722
MAC	Associate Editor	*Macworld*, San Francisco, CA	A. Mello	(415) 546-7722
MAC	Senior Design Associate	*Macworld*, San Francisco, CA	D. McLeod	(415) 546-7722
MAC	Associate Editor (2)	*Macworld*, San Francisco, CA	D. Ushyema	(415) 546-7722
MAC	Copy Editor	*Macworld*, San Francisco, CA	R. Henrich	(415) 546-7722
MAC	Ad Traffic Coordinator	*Macworld*, San Francisco, CA	C. Smukler	(415) 546-7722
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Rosenfield	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	H. Martin	(415) 546-7722
PCW	Circulation Manager	*PC World*, San Francisco, CA	H. Martin	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	S. Van Leuven	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415) 546-7722
PCW	Research Assistant	*PC World*, San Francisco., CA	R. Ames	(415) 546-7722
PCW	Single Copy Sales Representative	*PC World*, San Francisco, CA	G. Clark	(415) 546-7722
PCW	Renewal Billing Manager	*PC World*, San Francisco, CA	H. Martin	(415) 546-7722
PCW	Direct Marketing Manager	*PC World*, San Francisco, CA	J. Bokar	(415) 546-7722
PCW	Administrative Assistant	*PC World*, San Francisco, CA	V. Ritondale	(415) 546-7722
PCW	Catalog Coordinator	*PC World*, San Francisco, CA	S. Van Leuven	(415) 546-7722
PCW	Receptionist	*PC World*, San Francisco, CA	S. Cox	(415) 546-7722
PCW	Ad Traffic Coordinator	*PC World*, San Francisco, CA	A. Foley	(415) 546-7722
PUB	Assistant to the Publisher	*Publish!*, San Francisco, CA	S. Ginenthal	(415) 546-7722

PUB	Managing Editor	*Publish!*, San Francisco, CA	S. Gubernat	(415)	546-7722
PUB	Circulation Director	*Publish!*, San Francisco, CA	E. Adkins	(415)	546-7722
IFW	Shipping Coordinator	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Reporter	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	Editorial Assistant	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602
IFW	LAN Test Technician	*Infoworld*, Menlo Park, CA	M. Mason	(415)	328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW/NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

The *Job Opportunity Listing* is published on a weekly basis. If you would like information regarding changes that may occur between publications, please contact the HR Manager.

**IDC, IDG, IDG/C, WEC and ITI NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for **IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

- **April 11**
- May 8
- June 13
- July 11
- August 8
- September 12
- October 10
- November 7
- December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x834, to schedule for the April 11 session.

****IDC new employees should contact Debbie Thistle at IDC Human Resources, x416, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.**

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

Anniversaries
April 8-14
Congratulations!

Eleven Years
Nancy Mallette - IDG/P
Marcia Blumenthal - CIO PUBLISHING

Eight Years
Barbara Hill - Network World

Seven Years
Grace Duarte - InfoWorld

Six Years
David Grober - Digital News
Paul Boule - IDG/P
Penny Rigby - PCW Communications

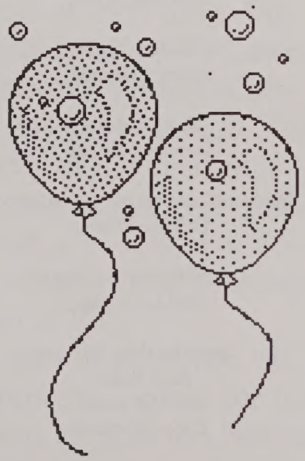
Five Years
Yanick Robain - CW France
Karen Wallace - Network World

Four Years
Vivian Mattila - IDG/P

Three Years
Laura O'Connell - CW PUBLISHING
Bartolome Robles - CWCI Venezuela
David Bromley - IDG CI

Two Years
Ferge Monmerque - CW France
Joan Marie Greback - FCW
Jacqueline Demasi - IDG CI

One Year
Jennifer Tait - CIO Publishing
Richard Pastore - CW Publishing
William Brandel - CW Publishing
Elizabeth Forsberg - FCW
Marilyn Ellison-Pounsel - FCW
Thomas Donovan - IDG Fin.Serv.
Patricia Boylan - IDC
Patricia Debiase - IDG CI
Ellen Bingham - IDG/P
Paula Marcotte - ITI
Geeta Karmarkar - InfoWorld
Paul Thomas - IDC



From the Editor's Desk:

C.W. Comunicaciones S.A. Argentina has installed a new fax number in their office. The new number is:

054-1-331-7672

Please make sure your records are changed to correspond with the new number.

IDG
WORLD
UPDATE

Editor
Deborah Butler

Assistant Editor
Mary Dolaher

Art Director
Deborah Butler

Human Resources News Editor
Debbie Thistle

Distribution Manager
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IDG World Update is published weekly for the employees of International Data Group. *Update* encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen St., Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex: 95-11-66-651; Fax: 508-879-4681; On-Tyme mailbox: IDG.D/BUTLER. Or call Carol Famosi at, (508) 587-0257.

East Coast News Brief

COMPLIMENTARY CORPORATE
MEMBERSHIP OFFER
10

Joining a Health Club can be confusing and intimidating. What happens once you join? Who remembers your name? Who will monitor your progress? What happens if you don't like the place?

These questions and many more can be answered by the staff at The Longfellow Clubs. They are an organization that cares. All locations have friendly and professional staffs that will take the extra time to work with you as you progress and achieve your goals. But best of all, The Longfellow Clubs are offering a free two-week trial period with no obligation to join, but if you do decide, 50% will be taken off the current membership fee. During the two weeks you will have access to:

- Three Nautilus Circuits
- Free Weights
- Rowing Machines
- Stairmasters
- Lifecycles & Biocycles
- Aerobics (all levels)
- Walleyball
- Volleybal
- Squash
- Racquetball
- Basketball
- Swimming
- Steamroom, Saunas, Whirlpool
- Personalized Instruction
- Childcare
- Restaurant

To receive more information on how you can be eligible for the complimentary two week membership, contact **Mary Cornetta** at (508) 875-5000, ext 834, or contact **Rick Opton**, corporate membership director at the Natick Sports Club at (508) 653-4633.

IDG WORLD UPDATE

Volume 19, Number 16

April 24, 1989

IDG ANNOUNCES TOP MANAGEMENT CHANGE IN PETERBOROUGH DIVISION

Roger Murphy has been promoted to president of IDG Communications/Peterborough, effective immediately. Previously, he was vice president/general manager of IDGC/P. **Stephen Twombly**, vice president and publishing director of *PC Resource Magazine*, was promoted to executive vice president of IDGC/P and will continue as publishing director of *PC Resource.*

Murphy joined IDG Communications during the transition period when IDG purchased Wayne Green Inc. in 1983. Prior to that acquisition, Murphy worked at Wayne Green Inc. as controller.

"I'm excited about the potential of the division. The opportunities are limitless and I look forward to contributing to all phases of the operation," stated Murphy.

Twombly has been vice president and publishing director of *PC Resource Magazine* since May 1988. He joined the staff at Peterborough in 1983. During that time, he has been publisher of several Peterborough publications and was promoted to group publisher in 1987.

"I look forward to working with Roger as I have so well in the past six years. We will work to grow the Peterborough Division successfully and profitably. While *PC Resource* will remain my number one priority, it will be my role to assist Roger in the marketplace and internally in numerous and exciting ways," commented Twombly.

The IDGC/P Division publishes six computer magazines including *AmigaWorld*, *inCider*, *PC Games*, *PC Resource*, *Portable Computer Review*, and *Run*. The majority of the division's sales, marketing and editorial staff are located in Peterborough. Total number of staff is 150.

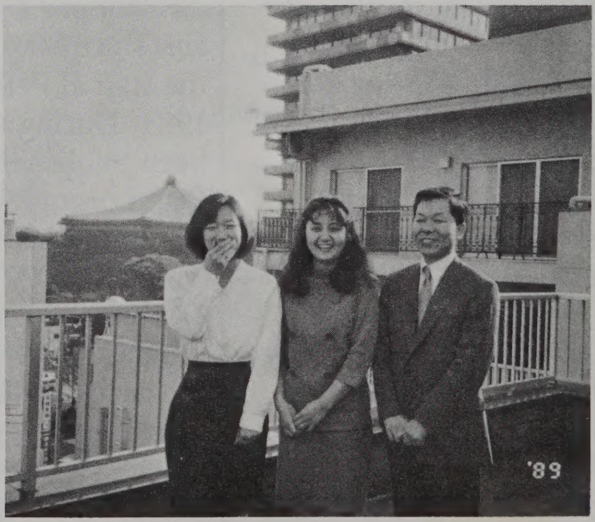
Murphy commented on his immediate plans for the division, "I plan to keep our current projects on track and explore new ventures that may come our way. Internally, I wouldn't change a thing. This is a great place to work and I plan to keep it thay way."

Continued on page 8

SPOTLIGHT: IDC JAPAN

YUJI OGINO, PRESIDENT OF IDC - JAPAN

RESEARCH DEPARTMENT - (L TO R) SUMIKO OZAWA, MIYUKI KUBOKI, AND MICHIAKI KINOSHITA



MARKETING DEPARTMENT - (L TO R) EMIKO KATO, KEIKO OTA, AND YOSHIHIKO KAWASHIMA

Spotlight: IDC Japan

Administration - (L to R) Lonnie Hirsch, Michiko Fujiwara, Yuji Ogino and Kazuyo Umeo

Since it was first established in 1975, IDC Japan has consistently provided the information industry with a wealth of products and services. These include extensive market reports and data resources, an English language newsletter, a continuous information service and custom-designed research and consulting services that cover Japanese markets for IDC clients worldwide.

Because of the unique qualities surrounding Japanese culture and business style, Japan has become a difficult market in which to gather market information of this caliber. Over the years, founder and president **Yuji Ogino** has established the necessary trust within Japan's computer industry to provide clients with timely and accurate market information. With his guidance, IDC Japan has been able to formulate market analyses that are without comparison in the Japanese information industry.

The singular trust that Ogino draws from people in the industry is further reflected in the people he has gathered around him to get the job done. "Finding qualified personnel to fill positions in our rather small, foreign-based enterprise is always my most time-consuming and difficult task," Ogino admits, "and I'm very pleased with the capable, wonderful people with us."

Operations at IDC Japan are divided into administrative, marketing, and research departments.

Ogino acts as managing director of IDC Japan and serves as editor of the monthly *IDC Japan Report*. He started the Japanese affiliate of IDC in April 1975 and ever since then has conducted countless market and technology studies focusing on the computer field in Japan. Because of his vast knowledge in this area, he is a highly visible and respected speaker at industry briefing sessions both at home and abroad.

Prior to coming to IDC Japan, Ogino worked for the Diebold Group in New York as an associate consultant. There he conducted consulting assignments on a number of computer-related projects and prepared business planning proposals in the information technology area.

In 1968, Ogino received an MBA with honors from the Graduate School of Business Administration at St. John's University in New York. He also received a BA in economics from Keio University in Tokyo. While attending Keio, he held the Asahi Glass Foundation Fellowship.

Michiaki Kinoshita, research consultant, joined

Continued on page 4

IDC JAPAN...

Continued from page 3

(Top L to R) Sumiko Ozawa, Michiaki Kinoshita, Emiko Kato, Yuji Ogino, Yoshihiko Kawashima, Miyuki Kuboki (Bottom L to R) Keiko Ota, Michiko Fujiwara, and Kazuyo Umeo

IDC Japan as a field research specialist in 1983. With 34 years of experience, he has cultivated a keen eye for trends in such major Japanese industries as finance, steel, heavy electronics, shipping and computers.

Kinoshita also has 12 years of knowledgeable experience in the Japanese computer industry, amassing an extensive portfolio of contacts along the way. His specialties have been "Computers and Communications" and "RAS Management," but his areas of expertise range from general-purpose computers to networks.

Kinoshita holds a B.A. in Japanese literature from Waseda University. His most recent accomplishments include a survey of RAS management by large-scale computer users in Japan, a study on UNIX compiler markets, a survey of Japanese computer vendors in Southeast Asia under ODA projects and a study on the maintenance of networking systems.

Yoshihiko Kawashima joined IDC Japan in May of 1988 and serves as the account executive for all Japanese CIS clients. He is responsible for marketing and sales of CIS and research reports. He also handles custom studies done by Framingham, London, Hong Kong and other IDC research offices outside Japan, and acts as the liaison for custom research clients and analysts of other IDC research centers.

Prior to joining IDC Japan, Kawashima worked in customer support and as an SAS instructor for a software importer. His past experience includes working as a sales representative for a personal computer software developer and conducting research assignments and designing programs for another software developer. He has received a BA in Economics from Keio University in Tokyo and an MA in Sociology from the University of Texas at Austin.

In recent years, IDC Japan has successfully broadened its customer base during a frenetic period of yen appreciation that has nearly doubled the currency's value. In the last year alone, several U.S. or Japan-based blue chip companies have become new global CIS or local MIS services customers through the efforts of IDC Japan. This has been accomplished in part by enhancing the quality of services through the expansion of databases on Japanese computer vendors, users and installations. As Japanese companies continue to set up operations in overseas markets in order to cope with the increased expenses at home, inquiries from IDC offices around the world have increased as well.

Frequently, information that is considered relatively easy to obtain from users and vendors in European

Continued on page 5

IDC JAPAN...

Continued from page 4

and North American markets is requested for Japanese markets. But the cultural differences inherent in Japanese employee/employer relations and business practices can inhibit and even disrupt the efforts of clients overseas to obtain Japanese market information. This is often the case if clients seek the facts through established methods and within the budgetary boundaries applicable to their markets. IDC Japan strives to serve as a bridge of understanding between these markets.

"As more and more foreign-based companies set up operations and seek partnerships in Japan," added Ogino, "IDC's role in providing information vital to the success of these efforts, as well as the internationalization of Japan's computer industry and markets, becomes increasingly important. IDC Japan looks forward to the challenges and opportunities of the future."

The research needs of CIS clients and other organizations and companies for North American, European and Asian markets are forwarded to pertinent IDC research centers for proposals. The Research Department provides custom surveys and consulting, multi-client surveys and database services on products, companies and computer installations in Japan. Inquiries from local MIS customers also go through this division.

The Marketing Department is responsible for CIS, research report, and newsletter sales covering all major hardware and software vendors in Japan. As part of local customer support, summaries of major reports are translated into Japanese for these clients.

When IDC headquarters and the international branch offices need information concerning Japanese market statistics, product announcements, events, and financial statements, the Marketing Department expertly handles their requests. The department also maintains the IDC Japan library and manages Tokyo briefing sessions.

□

TEN YEAR ANNIVERSARIES

Patrick McGovern and Alice Coronella-Walsh

Alice Coronella-Walsh, traffic manager at CW Publishing celebrated her 10th Anniversary Luncheon with **Patrick McGovern**, chairman of IDG, at the Ritz Carlton.

In 1979 she was hired as a clerk/typist, and now in her position as traffic manager she is responsible for managing the weekly workload of Traffic Coordinators and the distribution for Customer Service Representatives. She oversees all postal monies ordered from IDG, and maintains the second-class postal accounts, coordinates all show and special shipments, and allocates all distribution charge numbers to print bills and maintains all departmental administrative records.

Continued on page 8

MACWORLD COMMUNICATIONS ACQUIRES *MACINTOSH BUSINESS REVIEW*

Jim Martin, Macworld Communications president and publisher, announced *Macworld's* newest acquisition, *Macintosh Business Review.*

The 10-month old *Macintosh Business Review*, published by VNU Business Publications, Inc. of Hasbrouck Heights, NJ, served the needs of corporate users in multiple Macintosh computer environments. *Macworld's* acquisition represents the purchase of the entire subscription file of 175,000. *Macintosh Business Review* ceased publication in February.

"The acquisition of *Macintosh Business Review's* circulation assets strengthens our leadership position in the Macintosh market," Martin said. With a current rate base of 325,000 readers, *Macworld* is the world's largest Macintosh publication.

Macintosh Business Review reached advanced business users of Macintosh high-end systems. Many of these readers will now receive *Macworld*, a magazine devoted to corporate business users and buyers of powerful Macintosh platforms.

This is the third Macintosh publication to be purchased by Macworld Communications in less than a year. The subscription list to *Macintosh Today* and all the assets of *Macazine* represent *Macworld's* previous acquisitions. "While others are disinvesting in the Macintosh market, *Macworld* continues to invest heavily in circulation development, editorial quality, electronic publishing, and value-added customer service," Martin said.

The purchase of *Macintosh Business Review* coincides with other important developments within the Macworld Communications organization. The May issue of *Macworld* marks a substantial redesign, and the introduction of total electronic publishing of the magazine.

□

CIRCULATION IS UP AT *INFOWORLD*

Infoworld circulation director **Steve Rees** reports big changes in circulation statistics during the year from November 1987 to 1988.

The changes are due to the new subcribers who have been rolled into the circ mix, and those readers have higher levels of buying involvement than the ex-subscribers they replaced and the increasing level of buying involvement of our continuing subscribers.

Increases were reported in the following categories: *purchaser involvement by product* , reflected substantial increases in desktop publishing and expert systems - up 28%.

Subscribers also reported buying more laptops (up 26.9%), workstations and multiuser micros.

In the *peripheral category*, LANs, laser printers, and high-resolution monitors are jumping. But optical disks proved to be the clear leader, up 43.1%.

The average dollar value of purchase involvement was also up from $148,209 in 1987 to $217,287 in 1988. Rees added, "The big investments we've made in circulation development are most evident in the increasing quality of our subscribers." □

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Mailroom/Office Assistant (IDG)
IDG is currently seeking an Office Assistant to take full charge of the following responsibilities for the IDG Executive Team: distribution of interoffice and U.S. mail; preparation of express packages; meter all outgoing mail; liason with Leggat McCall's building management; order all office and printing supplies; monitor all maintenance contracts for office equipment; distribute newsletter; make mailruns; run various deliveries and errands. Requires a valid driver's license and previous mailroom experience preferred.

Manager of Marketing Communications (WEC)
Responsibilities: manage marketing communication function, develop marketing programs and budgets, develop marketing support programs, manage and coordinate production, liaison with outside contractors, supervise Press Relations Coordinator, evaluate marketing programs in conjunction with WEC Marketing Services. Requirements: B.S. Marketing/Communications with 2-4 years direct experience in a marketing management capacity. Excellent interpersonal, analytical, negotiating and supervisory skills required as well as the ability to manage multiple assignments. Writing experience is helpful. Some travel required.

Receptionist (FCW)
Answering telephones, open and sort mail, assist with clerical duties and typing assignments. Requires an upwardly mobile, organized and mature individual. Good phone manners essential.

Job Opportunities

Revised: April 21, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Senior Tax Accountant	Framingham, MA	S. Perry	(508)875-5000
IDG	Mailroom/Office Assistant	Framingham, MA	M. Dolaher	(508)875-5000
IDG NEWS SVC	Editorial Director	Boston, MA	S. Perry	(508)875-5000
WEC	Part-time Assistant	Framingham, MA	R. Poulin	(508)875-5000
WEC	Mgr, Marketing Comm	Framingham, MA	S. Perry	(508)875-5000
IDC	Senior Analyst	Framingham, MA	V. Brown	(508)872-8200
IDC	Market Research Analyst	Framingham, MA	B. Stephen	(508)872-8200
IDC	Senior Market Analyst	Framingham, MA	K. Korostoff	(508)872-8200
CWPI	Traffic Coordinator	*Computerworld*, Framingham, MA	A. Coronella	(508)879-0700
CWPI	Department Assistant	*Computerworld*, Framingham, MA	J. Pennett	(508)879-0700
CWPI	Staff Writer	*Computerworld*, Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Editorial Assistant	*Computerworld*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Summer Inter/Rsch Interviewer	*Computerworld*, Framingham, MA	D. Ludlum	(508)879-0700
NWW	District Manager	*Network World*, Framingham, MA	P. McPherson	(508)879-0700
NWW	Production/Typographer	*Network World*, Framingham, MA	C. Polack	(508)879-0700
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)482-8470
DNP	Technical Editor	*Digital News*, Boston, MA	C. Babcock	(617)482-8470

FCW	Circulation Director	*Federal Computer Week,* VA	A. LaHue	(703)876-5100
FCW	Mrkg Specialist/Trd Show Mgr	*Federal Computer Week,* VA	C. May	(703)876-5100
FCW	Receptionist	*Federal Computer Week,* VA	W. Wyatt	(703)876-5100
IDGC/P	Sales Associate	*PC Resource,* Dallas, TX	B. Sawdon	(214)233-0882
IDGC/P	Executive Assistant	*PC Resource,* San Francisco, CA	W. Forsiak	(415)461-8367
MAC	Office Services Assistant	*Macworld,* San Francisco, CA	W. Clegg	(415)546-7722
MAC	Receptionist	*Macworld,* San Francisco, CA	S. Cox	(415)546-7722
MAC	Administrative Assistant	*Macworld,* San Francisco, CA	S. Rosenfield	(415)546-7722
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HUMAN RESOURCES NEWS CONT'D

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In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

Anniversaries
April 22-30

Ten Years
Renee Visconti - Network World

Nine Years
Ann Finn - CW PUBLISHING

Seven Years
Gail Odeneal - ITI

Six Years
Mary Suenaert - World Expo

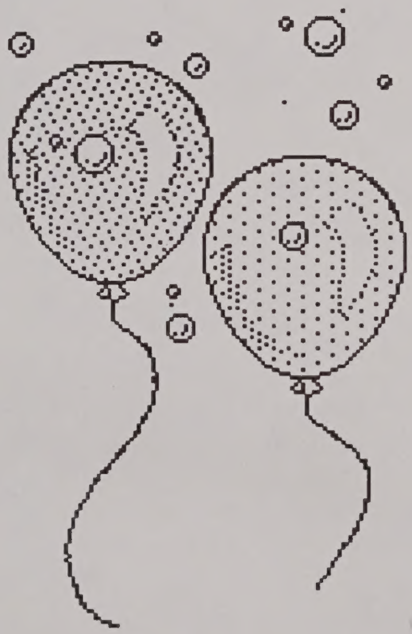
Five Years
Lisa McGrath - CW PUBLISHING
Lory Zottola - CW PUBLISHING
Penelope Janzen - IDG CI
Otto Waldorf - PCW Communications

Four Years
Marcia Mason - InfoWorld
Jose Perez - CWCI Venezuela
Barbara Harris - IDG/P
Scott Spanbauer - PCW Communications
Dianne Szretter - IDC

Three Years
Carol Czyzewski - InfoWorld
Peter Kelly - CW PUBLISHING
Regina Salaices - PCW Communications
Sandra Young - IDG
Kathy Sullivant - IDG CI

Two Years
Mary Bagatelos - IDG/P
Warren Kolber - CW PUBLISHING
Philip King - CWCI Australia
Christoph Thomas - IDC Germany

One Year
Stefano Robotti - IDC
Darren Ford - CW PUBLISHING
Nancy Underwood - IDC
Robert Ellefsen Jr - IDC
Mary O'Donnell - InfoWorld
Janet Walden - PCW Comm.
Rebecca Myers - PCW Comm.
Alison Conliffe - Network World
Shannon Smith - PCW Comm.



IDG ANNOUNCES TOP MANAGEMENT CHANGE...

Continued from page 1

Michael Perlis, the previous IDGC/P president, has left the company to pursue other opportunities in the consumer publishing field. Perlis had been president at the Peterborough division since January, 1987. ☐

IDG WORLD UPDATE

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ASSISTANT EDITOR
MARY DOLAHER

ART DIRECTOR
DEBORAH BUTLER

HUMAN RESOURCES NEWS EDITOR
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DISTRIBUTION MANAGER
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IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or call Carol Famosi at, 508-587-0257.

TEN YEAR ANNIVERSARIES....

Continued from page 5

Carol Polack and Patrick McGovern

Carol Polack was hired by CW Publishing in 1979 by **Lee Vidmer.** She was hired to work in the Production Department as the typesetting manager. Polack still holds this position, however it is now under **Lee Hometh's** direction. Before being employed by *Computerworld*, Polack was the office manager at Liturgical Publications, Inc., in West Newton, Massachusetts.

Ken McPherson, director of software, started his career at IDG as a senior market research analyst. In this position he was mainly responsible to execute market research studies for clients and to gain knowlede of the computer industry. In December, 1979 McPherson was promoted to senior manager of the IDC Consulting Group. From 1982-83 McPherson headed the ASG Group, and in 1984 he headed the IDC MAST Group. At present, McPherson reports to **Bob Tasker,** vice president of Software. ☐

Ken McPherson and Patrick McGovern

THANK YOU!

THOSE CONTRIBUTING TO
THIS ISSUE OF
THE IDG WORLD UPDATE
INCLUDE:
YUGI OGINO

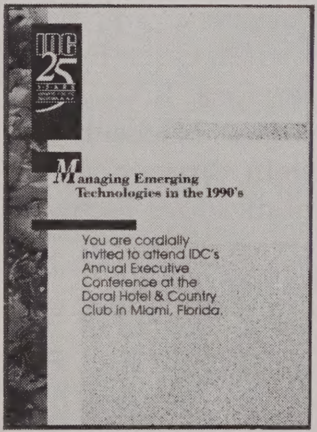
IDG
WORLD
UPDATE

Volume 19, Number 18
May 22, 1989

IDC 1989 Annual Executive Conference A Success!

IDC recently held its 1989 Annual Executive Conference at the Doral Hotel & Country Club in Miami, Florida. Entitled "Managing Emerging Technologies in the 1990's," the principle discussions of the conference focused on issues that information executives must examine and the strategies they must adopt to be successful in managing the organization as well as the technologies of the future.

The three-day conference, running May 1-3, attracted over 200 attendees representing federal and commercial end users as well as leading vendors. These industry leaders not only examined emerging technologies but also addressed the human aspects of preparing oneself for the future and organizational issues which must be taken into account. Key areas included such issues as: large systems directions, systems software trends, microcomputers in the 90's, managing systems integration, the role of the CIO, ensuring user productivity and global management of information resources, to name a few.



Managing Emerging Technologies in the 1990's

You are cordially invited to attend IDC's Annual Executive Conference at the Doral Hotel & Country Club in Miami, Florida.

Marina Young, IDC Washington, Inc.'s president, kicked off the conference by observing IDG's and IDC's philosophies. "One of IDC's corporate values is to stay close to the customer. This conference is one of our most visible efforts at listening to needs and quickly responding with the information needed on management issues surrounding utilizing technology within your organizations," she stated.

In addition, Young provided a look at how IDC's business is today anticipating the need of the future. "IDC Washington is currently expanding our focus to include tactical and strategic issues as we strive to analyze the evolving role of information technology in the executive suite of the future. This will continue to strengthen our position as the leading provider of IT research and services," she told the audience.

Patrick McGovern,

Continued on page 2

IDC 1989 ANNUAL EXECUTIVE CONFERENCE...

Continued from page 1

chairman of IDG, noted, "Despite the beautiful surroundings, attendees were in their seats at 8:30 am Monday morning eager to hear the day's speakers."

According to **Mary Fran Kirchner**, director of Marketing at IDC Washington, "Many of our clients said the Executive Conference provides them with a unique opportunity to speak with industry experts and exchange ideas with their peers."

Bill Laberis, editor-in-chief of *Computerworld*, opened the conference with a market data overview on user and vendor issues and perceptions garnered from recent CW surveys. He provided a well rounded perspective on economic issues in the high technology arena.

McGovern introduced Edson de Castro, chairman and CEO of Data General who provided the conference's keynote presentation. McGovern remarked on de Castro's long service to the high tech industry and his commitment to excellence. Data General has a reputation of being committed to bringing the best to technology under constant change, and de Castro's vision has helped stabilize both the company and the industry.

de Castro's presentation focused on how MIS managers must stay on top of the technology curve rather than resting with established technologies. He pointed out that the industry is moving ahead and new technologies, particularly work stations, pc, and network based solutions, must not be overlooked.

Also featured from the IDG family of independent companies were IDC employees, **Francie Mendelshohn**, manager of the Strategies for Microcomputers & Office Systems service at IDC Washington; **Michael Goldstein**, director of the Communications Technology service at IDC Washington; **Curt Beaumont**, director of Large Systems at IDC, **Bob Tasker**, vice president of the Software Research Group at IDC, and president and publisher of CIO magazine, **Joe Levy**.

According to **Marji Grubic**, manager of Marketing Services for IDC Washington, "Our clients indicated that this was one of our best conferences yet. The location, topics, events and featured speakers were all well received. The conference was small enough to encourage networking with many people and we had enough staff on hand to provide our clients with a great deal of specialized attention."

Nuts & Bolts

Summer sublet in East Arlington. One furnished or unfurnished room of a large 3-bedroom apartment. Can choose two or three months of the summer. Located directly off of Mass Ave. $330/month. If interested, please contact Francesca Giancristafaro (617) 643-9609, or Mary Grover at (508) 879-0700 ext 535.

IDG/C Denmark has announced a new area code for all of its publications effective immediately. Please make sure you change your records accordingly. IDG/C Denmark can now be reached at:

Telephone - 31 95 5695
Fax - 31 54 5614

SPOTLIGHT: INTERNATIONAL MARKETING SERVICE

The International Marketing Services division, located at 5 Speen Street, is responsible for providing U.S.-based firms with a one-stop comprehensive global marketing services package. Its major mission is to act as an incubator for new export business into IDG international operations.

January 1989 marked the inception of IMS as a separate IDG business unit. The department had previously been a service unit under the auspices of IDG Communications.

Global reach and local buy is the IMS concept. To maximize the clients' sales efforts, an all-encompassing marketing services package has been established. It includes advertising placement into the IDG international network of publications (110 publications in 38 countries), overseas distributor contacts, and foreign government sales funding opportunities. In addition, IMS has also established a sales relationship with ITI for their international databases. This enables clients to target only the buyers they need to reach. IDC offers their international market research and technology reports. These help to identify the client's best markets for their marketing efforts.

(L TO R) MARSHA LINDSEY, SHERYL MERCHANT, FRANK CUTITTA, AND MAUREEN RONDEAU

The IMS group has grown from $700,000 of advertising sales in 1985 to a projected figure of $3 million of sales in 1989. This revenue growth is quite remarkable considering that IMS will have on average a 40% client base shift in a typical year. As their international business evolves into regional profit centers, U.S. vendors tend to decentralize their advertising buy to their foreign subsidiaries or distributors, and place the business directly with the IDG international publications. This international advertising "migration", coupled with weekly ossilations in foreign exchange rates, presents an ongoing challenge to the IMS sales and management team.

In addition to the U.S. IMS staff, there are IMS sales representatives in Paris, Munich, London, Tokyo and Taipei. They are responsible for ad placements in the IDG foreign publications from their local client base.

Heading up the IMS division is **Frank Cutitta**. As president of IMS, his major concern is the profitability of the division. In addition, Cutitta is in great demand by the local computer industry as well as government-related organizations for presentations and speeches concerning international

Continued on page 4

SPOTLIGHT....

Continued from page 3

marketing. He was instrumental in the launch of *PC World USSR* in early 1988, and his expertise in export trade development procedures keeps him quite busy as a guest speaker at trade seminars and trade shows. Cuttita joined the company in September 1984 as eastern sales manager. He was promoted to national sales manager, and in 1986 named managing director of IMS. In January of 1989, Cuttita was promoted to his present position of president.

Sheryl Merchant is vice president of operations and handles the daily supervision of the division. She oversees the advertising segment of the division, manages the budget, compiles information for the completion of the annual international rate cards, and is responsible for all IMS promotional projects. Merchant has been with the IMS Dept. for her entire 7+ years at IDG.

National advertising coordinator, **Maureen Rondeau** has the responsibility of coordinating all international advertising. No small task, this position requires constant communication with international offices, US offices and clients. Rondeau has been with the company since January 1985, first working with Cutitta as his assistant in the Natick Sales office.

Marsha Lindsey is the administrative assistant to the president. Keeping track of a very busy international executive requires exceptional organization and includes responsibilities of a very varied nature. Lindsey joined IMS in 1987, transferring from the IDG Credit Dept. Lindsey is busy preparing for her wedding in September of this year.

Ellen Levin is the IMS eastern marketing manager. She has been with the company (IDC) since 1980, joining the IMS staff in 1987. She represents the company's network of publications, and serves the advertising needs of clients within the eastern and central regions of the U.S. and is responsible for the revenue growth from that territory.

Caryn Dlott is sales assistant to the eastern marketing manager and has been with IMS since September 1988. She is responsible for day-to-day assistance to the eastern marketing manager.

IMS' West Coast office is located in the *PC World* building in San Francisco. **Leslie Barner** is the western marketing manager and oversees the advertising needs of her clients in the western states. Barner has been with IMS since June 1986.

Assisting Barner and handling the day-to-day advertising activities in her role of western advertising coordinator is **Lordita Canlas**, who joined IMS in June 1988.

IMS has also initiated a new program called the Global Marketing Fellowship Program designed to provide 6 months of in-depth training in the U.S. information industry and publishing market. Candidates selected for the fellowships will act as international marketing representatives for IDG international publications as a member of International Marketing Services.

IMS's first Global Marketing Fellow is **Ian Yarlott** from the CW Publishing group in the United Kingdom. Yarlott will be adding a valuable international dimension to the IMS San Francisco office and the Western region. He was most recently Publisher of *ICL Today* in London. **Veronique Lamarque** from IDG/France, started her Fellowship in Framingham. Lamarque currently serves as advertising director for *Telecoms International* in Paris.

Human Resources News
NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Software Technology Analyst (IDC)
IDC seeks an enthusiastic, take-charge individual who will be a key contribution to join our rapidly-growing user business unit. A working knowledge of IBM mainframe systems software, a strong desire to gain and share expertise in software technology, and an understanding of the issues related to technology transfer are required to qualify for this position. Candidates should have a bachelors degree, demonstrate analytical and communications skills, and a minimum of 3 years MIS experience.

Mail Clerk (CW)
Sort and deliver mail to CW and subsidiaries. Entry level, Mass. liscence required.

Reporter/Writer (FCW)
Needed to cover the Department of Defense. Experience as a journalist essential. Familiarity with the Pentagon or computer communications technologies a plus.

Accounts Payable Coordinator (IDGC/P)
Seeking a responsible and self-motivated individual to coordinate the processing of our accounts payable. The successful candidate will possess excellent computer skills including knowledge of Lotus, good communications skills and the ability to work well under deadline pressure. Some data entry will be required. An AA in Accounting or equivalent experience is preferred.

Fulfillment Representative (IDGC/P)
We are currently seeking a responsible individual to take and track orders as well as deal with customer inquiries. The right person for this position must have office experience and be able to work with minimal supervision in a fast-paced department. The ability to deal effectively on the phone is essential and duties will include keeping the filing system up to date and some data entry.

Marketing Director (Publish!)
Major areas of responsibility: help the Publication Director set strategic and tactical goals; direct the conceptualization and implementation of all sales promotion and trade advertising materials; recommend and efficiently buy trade advertising media schedules; marketing services administration; special marketing projects as directed or assigned by the Publication Director; and take leading role in industry associations, forums, councils, and seminars. Become a leading spokesperson on behalf of Publish! Qualifications: experience in media or marketing with an advertising agency or company in the high tech industry. At least 3-5 years involvement in an intermediate to senior level marketing position required. Previous people management experience, and prior magazine experience a plus. College degree in any of these areas of discipline: journalism, marketing, general business. Good judge of people; leadership qualities; excellent communicator; ability to spot and respond quickly to problems and opportunities; create effective marketing strategies and produce high quality marketing tools; systems oriented; understand and support profit-oriented goals; have working knowledge of art and design, production, promotion research and media; and ability to put the needs of subordinates ahead of personal desires.

Account Manager (Publish!)
Major areas of responsibility: advertising sales; advertising prospecting; customer support; file maintenance; report generation; and credit clearance.

NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for **IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x834, to schedule for the June 13th session.

****IDC new employees should contact Debbie Thistle at IDC Human Resources, x416, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.**

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

Subscription Promotion Coordinator (Publish!)

Responsibilities: promotion project traffic management; monitor project deadlines; analyze the efficiency of promotion efforts and develop new promotion programs; track promotion invoices and assist with the 30-60-90 forecast; develop and run special projects; assist with billing and renewal needs; assist in the P&L analysis of all programs; provide maintenance of circulation model; provide assistance in annual budgeting process.

Qualifications: strong verbal and written communication skills; demonstrate skill and experience in developing promotion material to include creative and production activities; attention to detail and ability to coordinate multiple activities; requires one to three years experience in magazine circulation, promotion and direct marketing.

Job Opportunities

Revised: May 19, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Senior Tax Accountant	Framingham, MA	S. Perry	(508)875-5000
IDG	Executive Asst to Chairman Business Development	Framingham, MA	S. Perry	(508)875-5000
IDG	Executive Assistant	Framingham, MA	S. Perry	(508)875-5000
IDGCI	PC Market Analyst	Framingham, MA	P. Fitzpatrick	(508)879-0700
IDGCI	Administrative Assistant	Framingham, MA	D. Goldstein	(508)879-0700
WEC	Mgr, Marketing Comm	Framingham, MA	S. Perry	(508)875-5000
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)875-5000
WEC	Conference Sales Assist	Framingham, MA	M. Cornetta	(508)875-5000
IDC	Senior Market Analyst	Framingham, MA	K. Korostoff	(508)872-8200
IDC	Research Analyst	Framingham, MA	D. Vellante	(508)872-8200
IDC	Research Analyst	Framingham, MA	T. Caffrey	(508)872-8200
IDC	Software Technology Analyst	Framingham, MA	E. Acly	(508)872-8200
CWPI	Traffic Coordinator	*Computerworld*, Framingham, MA	A. Coronella	(508)879-0700
CWPI	Department Assistant	*Computerworld*, Framingham, MA	J. Pennett	(508)879-0700
CWPI	Editorial Assistant	*Computerworld*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Summer Inter/Rsch Interviewer	*Computerworld*, Framingham, MA	D. Ludlum	(508)879-0700
CWCI	Administrative Assistant	*Computerworld*, Framingham, MA	M. Doyle	(508)879-0700
CWCI	West Coast Correspondenr	*Computerworld*, Burlingame, CA	J. Bozman	(415)347-0555
CWCI	P/T Editorial Assistant	*Computerworld*, Burlingame, CA	J. Bozman	(415)347-0555
CWCI	Copy Editor	*Computerworld*, Framingham, MA	M. Grover	(508)879-0700
CWCI	Mail Clerk	*Computerworld*, Framingham, MA	R. Ciliberto	(508)879-0700
NWW	Production/Typographer	*Network World*, Framingham, MA	C. Polack	(508)879-0700
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	E. Egan	(607)482-8470
FCW	Circulation Director	*Federal Computer Week*, VA	A. LaHue	(703)876-5100

FCW	Mrkg Specialist/Trd Show Mgr	*Federal Computer Week*, VA	C. May	(703)876-5100
FCW	Reporter/Writer	*Federal Computer Week*, VA	E. Holmes	(703)876-5100
IDGC/P	Sales Assistant	*PC Resource*, Dallas, TX	B. Sawdon	(214)233-0882
IDGC/P	Executive Assistant	*PC Resource*, San Francisco, CA	W. Forsiak	(415)461-8367
IDGC/P	Administrative Assistant	*Monadnock Custom Pub*, NH	L. Eder	(603)924-7340
IDGC/P	Accounts Payable Coord	Peterborough, NH	R. Dynan	(603)924-9471
IDGC/P	Fulfillment Representative	Peterborough, NH	D. Bourgault	(603)924-9471
PUB	Marketing Director	*Publish!*, San Francisco, CA	E. Adkins	(415)546-7722
PUB	Account Manager	*Publish!*, San Francisco, CA	L. Backus	(415)546-7722
PUB	Sub Promotion Coordinator	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PUB	Account Manager	*Publish!*, Los Angeles, CA	L. Bachus	(415)546-7722
PUB	Account Manager	*Publish!*, Rosemont, IL	L. Bachus	(415)546-7722
PUB	Telemarketing Sales	*Publish!*, San Francisco, CA	J. Bachus	(415)546-7722
PUB	Executive Editor	*Publish!*, San Francisco, CA	S. Gubernat	(415)546-7722
PUB	Circulation Assistant	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PCW	Editorial Assistant	*PC World*, San Francisco, CA	G. Vanlue	(415)546-7722
IFW	Shipping Coordinator	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Reporter	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Editorial Assistant	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	LAN Test Technician	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW	Barry Coughlin (508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

**IDC, IDG, IDG/C, WEC and ITI

IDG/PETERBOROUGH CREATES QUILT OF MANY COLORS

PHOTO BY JEFF SHULER

(L TO R) LAURA LIVINGSTON, LINDA BARRETT, PEG BROWN, ROGER GOODE, GLORIA LODGE, DOREEN MEANS, AND LAURA JOHNSON

Employees at IDG Communications in Peterborough recently created two colorful quilts as part of a company project organized by **Roger Goode**, assistant art director, and **Laura Johnson**, editorial designer of *Amigaworld*.

"The idea was to have fun while participating in a group project that would allow employees to express a personally creative side of themselves," stated Goode. "It was something that everyone could feel comfortable taking part in, artistically or not."

A memo informed the 160 employees that they would soon receive a square foot of fabric, in their choice of three colors, which they could decorate in any fashion they chose. Among the recommended artistic media were needlepoint, applique, tie-dye, draw, paint, and even crayons. "Or you can borrow some paint from the kids and make a hand print, or doodle on them while you're on the phone; absolutely anything goes."

Close to half of the employees contributed a decorated square. Many had obviously invested a significant amount of time while others kept their approach simple, although no less imaginative. The wonderous variety of artwork included a detailed pen and ink drawing of a computer, a wax sandwich bag obliquely stapled to the fabric, a sewn-on faded blue jeans pocket with a toothbrush protruding from it, a charcoal sketch of a hand cradling a pair of infant's feet, an abstract drawing incorporating a real floppy disk, and a still-life oil painting. Squares were glued, stitched, needlepointed, embroidered, stapled, traced, written on, stepped on, and even burned. One editor even tried, with very limited success, to put his cloth through his computer printer.

At the end of four weeks, 72 completed cloth squares were gathered, and the collection was stitched together by company volunteers. Each employee's contribution became part of the finished product.

"This kind of project enables us to learn about ourselves as well as the people we work with," commented **Debbie Davies**, typographer. "It helps bridge a distance between the people you see every day yet don't really know."

I think the quilt project was a real morale booster," said **Gloria Lodge**, human resource director. "It's a chance for each individual to show their creative side and bring a part of themselves into work."

□

People

Announcing:

LINK Announces Promotions

International Data Corporation recently announced two senior executive promotions at LINK Resources Corporation.

Haines Gaffner, founder and former president of LINK, will assume the responsibility of company chairman, focusing his efforts on the development of a new service to facilitate acquisitions and alliances among companies in the information services industry. Prior to establishing LINK, Gaffner served as vice president of Business International and Quantum Science Corporation, helped found FINK/SVP, the pioneer information brokerage firm, and served as its president for five years.

Diane Gamble, former vice president and general manager of LINK, has been promoted to president and CEO. During her thirteen years, she has held various key positions including: research analyst, consultant, and account executive. A pioneer in the electronic publishing industry, Gamble is considered an expert in the areas of online databases and videotex. She held the position of vice president and general manager since 1983 and has served as a member of IDC's Executive Board since 1984.

New Appointments at *PCResource*

IDG Peterborough's *PC Resource* has announced five promotions. **Tom Rousseau** will assume the role of associate publisher. In this new position he will continue to be responsible for all advertising sales operations, and his enhanced responsibilities will include the *PCResource* Marketing, Production, and Circulation operations. He will work with the managers of these departments in an effort to make *PCResource* the premiere PC publication for the 1990's. Rousseau will work closely with the managers to formulate budgets and strategies for the coming fiscal year and beyond.

The position of manufacturing director has been appointed to **Sue Gross**. Gross is described as a dedicated "team player" and in her previous position as manufacturing manager, effectively established a cost saving operation without sacrificing quality or timeliness of delivery.

Sales Department at PCResource Announced Promotions

PCResource sales operations announced the promotions of **Mike Kelleher, Walt Forsiak**, and **John Rousseau**. Kelleher will become the Eastern Regional director and will be responsible for the entire East Coast Sales. Forsiak will be the Western Regional Director and responsible the West Coast Sales. Rousseau, Central Regional director will, in addition to selling in his regular territory, have management responsibility for the Texas territory with its district manager reporting to him.

Please join IDG in congratulating everyone on their new positions and responsibilities.

People
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Have you recently…

______ won an award?
______ made a speech?
______ completed a course?
______ been appointed or promoted to a new position?
______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

____
____
____
____

NAME ______________	DEPARTMENT ______________
COMPANY ______________	PHONE/EXT. ______________

ENGAGEMENT/MARRIAGES:	BIRTHS:
NAME ______________	NAME ______________
DEPT./TITLE ______________	DEPT./TITLE ______________
SPOUSE'S NAME ______________	SPOUSE'S NAME ______________
DATE ______________	BABY'S NAME ______________
PLACE OF MARRIAGE ______________	DATE OF BIRTH ______________
HONEYMOON? ______________	WEIGHT, LENGTH OF BABY ______________

Anniversaries

Eleven Years
Robert Wescott - CW Publishing

Nine years
Christian Mahler - IDG Germany

Harriet Brody - IDG

Eight Years
Colleen Garland - CW Publishing

Seven Years
Jill Stevens - IDG CI

Mary Dolaher - IDG

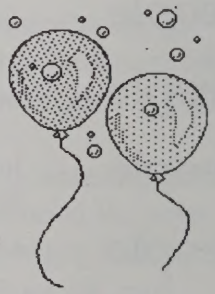
Six Years
Kenneth Sutcliffe - IDG/P
Michelle Reyes - PCW Communications
Dorothy Adams - CWCI Australia

Five Years
Beverly Schneider - PCW Communications

Four Years
Steve Hietala - IDG
David Blackburn - CWCI Australia
Gayle McElroy - CWCI Australia
Roland Soederquist - CW Sweden

Frank Gens - Financial Services

Three Years
Agnes Jouhanel - CW France
Janette Campbell - CWCI Australia
Patrick Kenealy - Digital News
Jennifer Anderson - IDC Australia
Sanne Shepard - CW Denmark
Janice Jones - CWCI Australia



Two Years
Pamela Rogers - CW PUBLISHING
Deborah Winders - Digital News
Stephen Lennox - CWCI Australia
Regina Clark - FCW
Jay Robert Bretzmann - IDC
Julie Wakstein - IDC
Mary Musgrave - IDC
Richard Johnson - PCW Communications

Eric Gravel - PCW Communications

One Year
Suzanne Desrochers - Connell Communications
Judith Schultz - CW PUBLISHING
Diana Wen Hwang - Digital News
Steven F Samuelian - Digital News
Katherine B Carlson - IDC
Catherine Viox - IDG CI
Cynthia Meade - PCW Communications
Margaret Swart - PCW Communications
Jo Ellen Bokar - PCW Communications
Randy Schneiderman - PCW Communications
Margot Swanson - IDG/P
Nurit Zekman - CW Publishing
Esther Valerie Koor - Digital News
Gregory Smith - InfoWorld
Marjorie McCloy - PCW Communications

IDG WORLD UPDATE

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IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

IDG
WORLD
UPDATE
Volume 19, Number 19 May 29, 1989

Digital News Forum A Success

Digital
NEWS

Eileen Trapp, sales assistant; Mary Boston, sales representative; and Goron Plutsky, marketing research analyst of *Digital News*.

The first annual *Digital News* VAX Market Management Forum, titled "The DEC Market in the 1990's: Managing Risks and Opportunities," premiered to rave reviews at the DEXPO South '89 tradeshow.

The forum featured **Patrick McGovern**, chairman of International Data Group; Barry Willman, research analyst for Sanford C. Bernstein & Co.; Ronald Browning, director of Marketing at Emulex Corporation; and **Terry Shannon**, manager of the DEC Advisory Service at International Data Corp. **Patrick Kenealy**, president and publisher of *Digital News*, served as moderator.

Top level managers from over 40 digital marketplace vendors attended the lunchtime forum which analyzed today's VAX-compatible hardware and software markets from the technical, financial and marketing perspectives.

McGovern opened the forum by describing two of IDG's ten corporate values and how they can contribute to success in the competitive VAX market today. He recommended that first and foremost, vendors should stay close to their customers and qualified prospects. Secondly, they should use primary and syndicated secondary market research to be responsive to changes in the marketplace. Directly communicating with customers via surveys, focus groups, tradeshows and visits to the customer sites are keys to success, according to the CEO of Inc. Magazine's April 1989 "Dream Team."

According to McGovern, the successful product ideas

Continued on page 2

DIGITAL NEWS FORUM ...

Continued from page 1

come from the customer. "When I think back over the hundreds of new activities we've started over the last 25 years, every one that's been successful had a single source it's been an idea that's come to us from the customer."

Advice for the developers and marketers in today's rapidly changing VAX market? According to McGovern, "The more you can be driven by what your customers want and the less you are influenced by reacting to your competitive stresses and challenges, the more likely you are to be successful."

Barry Willman followed McGovern with highlights from his Wall Street investment firm's recent report on the DEC industry. He stressed the importance of quantitive research and dialogue with DEC customers, indicating that DEC's recent earnings squeeze and stock jitters are related to predictable product cycle developments, and should ease over the next twelve months. Willman also predicted sources for future DEC revenue and earnings growth, and looked at issues such as CISC vs. RISC, DEC on the desk top, and DEC in an open "world."

Ron Browning, director of marketing at Emulux, a leading manufacturer of storage subsystems and Ethernet terminal servers, reviewed historical patterns in the DEC-compatible marketplace, and defined the successful DEC-compatible vendor of the future as one that emphasized quality customer support, corporate financial strength, and serious, sustained research and development.

Kenealy expressed enthusiasm when asked about the success of the VAX Management Forum. "We're glad to gather such an experienced group of marketers together to consider our industry's future. By sharing past experiences and current predictions, we can all keep our businesses responsive to the dymanic DEC market." He also thanked Expoconsul International, sponsors of DEXPO South, for helping host the forum. "We plan to work with Expoconsul to make this an annual DEXPO event."

COMPUTERWORLD PRESIDENT ELECTED ABP DIRECTOR

Computerworld president and publisher **Fritz Landmann** has been elected to serve a one-year term as a Director on the Board of the Association of Business Publishers (ABP). As an ABP officer, Landmann will attend the ABP's regular Board of Directors meetings and assist in governing the affairs, property and funds of the association.

"The Association of Business Publishers performs a critical function for all American specialized business publications," said International Data Group chairman **Patrick J. McGovern**. "Fritz Landmann's appointment to the ABP Board of Directors reflects well on both *Computerworld* and on our entire IDG family of publications."

The publishing members of the ABP are independent publications, which are sometimes referred to as "trade papers," "business papers," or "trade and technical journals." They serve a specific field or function in business, industry or the professions with new technical, engineering, or professional information related to that field or function. ☐

SPOTLIGHT: *INCIDER* EDITORIAL

(Top) Dan Muse, Bill Kennedy, Paul Statt, (below) Lafe Low, Ellen Otis, Janet Cote, and Eileen Terrill

inCider magazine, the leading magazine for the Apple II family of computers, (namely the Apple IIe, IIc, and IIGS), has faithfully served the microcomputer industry since 1983. These six years of in-depth and intelligent editorial have made it the longest running publication in the IDG Peterborough group. With the recent addition of Ziff-Davis' *A+*, the magazine now reaches nearly 200,000 Apple II enthusiasts each month and claims 75 percent marketshare.

incider is produced by a dedicated staff of seven editors in Peterborough, New Hampshire, and relies on a stable of contributing editors to provide expertise in key areas such as desktop publishing, home and classroom education, programming, AppleWorks, and others.

The editorial philosophy of *inCider* is to assist Apple II users with their future purchases, and to inform them on how to push their existing software or hardware to the limit. Editorial studies indicate an interest in both old and new products and technologies. The Reviews and New Products sections are consistently among the magazine's most popular sections, such as Apple Clinic, a monthly question-and-answer forum; Hints and Techniques, a department that features a variety of technical tips. A focus on AppleWorks, the second all-time best selling software program behind Lotus 1-2-3, also attracts a wealth of avid readers.

The *inCider* editorial staff looks forward to a healthy future as the dominant Apple II magazine.

Dan Muse assumed the editorship of *inCider* in September of 1987. Prior to that, he served as *inCider's* managing editor. He recalls being apprehensive about the new position, fearing that when Spring rolled around the job could possibly cut into his softball time. His fears happily proved to be unfounded, and Muse reports no problems balancing work and sports. Muse stated, "Publishing and sports seem to dominate my life. I think I'm becoming a better editor with age. Unfortunately, I can't say that I'm becoming a better hitter."

Prior to joining the *inCider* team, Muse served as editor of *Tele—The Communications Magazine for Business*. Muse began his computer journalism career in May of 1982 as an assistant editor for *Microcomputing Magazine*, advancing to review editor, and later to managing editor.

Muse lives in scenic Rindge, New Hampshire with his wife, Joyce, and his dog, Alex.

Ellen Terrill, *inCider's* managing editor, is a gradu-

Continued on page 4

Spotlight...

ate of Williams college and Wesleyan University. She is a former psychiatric social worker and high school biology teacher. With the *inCider* staff for four years, Terrill previously worked for IDG's *Desktop Computing* and *jr.* magazines. In her spare time she plays the piano and collects old books.

"There hasn't been a major war in Europe since I joined *inCider* in 1985," boasts **Paul Statt**, *inCider* senior editor. Statt majored in European Studies at Amherst College (B.A., 1978), which may or may not have brought about the prevalence of peace.

Prior to joining the editorial team at *inCider*, Statt taught math at the junior high school level. "I was heartbroken that not one of my Algebra I students won the Nobel Prize," recalls the impish editor. "I don't believe that even one was nominated."

Statt is happily married and enjoys living in the woods of Hancock, New Hampshire, with his wife, Phyllis. They are expecting their first child by the time this *IDG Update* sees print.

Ellen Otis, *inCider's* copy editor, joined the magazine staff two years ago on April Fool's Day. Previously, she worked as an admissions representative for a small business college in Manchester, New Hampshire. Otis received her degree in history from the University of Rhode Island. She claims, "I'm waiting for NBC to discover me in Peterborough. The network will no doubt choose me to follow in the footsteps of Jane Pauley and Maria Shriver." In the meantime, she contents herself with aerobics, jogging, and limping up to her office.

inCider's review editor, **Lafe Low,** has been with the magazine for four years. He holds a degree in journalism from Keene State College, right up the road from Peterborough. According to Low, "The rigors of academia at KSC prepared me for the tensions and stress I was to encounter in the world of computer journalism, such as deadlines, article assignments on subjects on which I possessed no familiarity, and level three of Arkanoid (an arcade and Apple II entertainment hit)."

When he's not at work, Low spends his time going downhill fast or in over his head. That is, he is often found indulging in his all-consuming passions of skiing and scuba diving. "Skiing is believing," he says, "and to dive is to thrive."

Dr. William "Bill" Kennedy serves as the technical editor for *inCider* magazine. For just under two years, Kennedy has been editing the technical details of *inCider*, as well as writing the monthly *Apple Clinic* and periodically contributing technical feature articles.

Dr. Bill, as his colleagues tend to call him, began his professional career in computers as a graduate student in the Department of Biochemistry/Biophysics at Loyola University of Chicago. He contends he would still be performing complicated calculations had the slide rule rather than the IBM 360 been the "state of the art" back in 1978.

After gaining his Ph.D., Kennedy enjoyed a short hiatus from computers while performing animal and human fertility research at Washington University in St. Louis.

Kennedy and his wife formed a software development team, Kinemation, to create educational and entertainment products.

Soon thereafter they completed and began marketing Intriguel, an adventure

Continued on page 5

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Production Assistant (FSC)
The coordination and distribution of the Leasing Planning Services (LPS) products are the primary functions of this position. Responsibilities will include organizing, photocopying, and stuffing envelopes.

Secretary (FSC)
We are looking for someone who has good typing, office and organizational skills. A pleasant telephone manner is essential as is the ability to work independently. Professionalism and flexibility are also important attributes. Macintosh exerience preferred.

Editorial Assistant (CW)
Making travel arrangements, providing Nexis searches, taking phone messages, obtaining bill payments, handling MCI and E-mail, supplying contributor payments, typing, maintaining staff library.

Staff/Senior Writer (CW)
Execute assignments as designated by editors. Requires degree in English or Journalism. 1-2 years professional journalism experience needed.

Assistant Editor, Features (CW)
The chief responsibilities of the assistant editor are to do content editing and layout for Executive Reports and Product Spotlights, as assigned by the Features Editor. Other responsibilities: collection and organization of market research information; organize records and correspond with authors on payment and copyright matters; contribute ideas about stories or authors related to any upcoming sections, as well as suggest and research topics; occasional opportunities to write bylined sidebars or conduct bylined interviews. Requirements: at least 2 years experience in an editorial position within the computer industry; able to demonstrate the ability to edit manuscripts; handle detailed work and meet weekly deadlines. The position also requires a person who can work easily with outside writers and other in-house departments as well as members of the features group.

Assistant Art Director (IDGC/P)
PC Resource is currently seeking an Assist. Art Director to perform the following responsibilities: assist Art Director; layout and design columns, departments articles and features as needed; work with film and mechanicals, doing the actual paste-up and marking for color; assist on photo shoots as needed; assist in contracting illustrations as needed. This person must be able to deal with and meet deadlines.

Single Copy Sales Analyst (IDGC/P)
Seeking a responsible and self motivated individual to analyze the statistics in this department. The successful candidate will handle their position within the confines of pachaged software. Computer experience with Lotus 123 is mandators; database management experience is a must. This person also must be able to work independently.

Advertising Sales Manager (IDGC/P)
Portable Computer Review seeks an organized and aggressive individual to sell advertising space in a rapidly growing, bi-monthly publication. The ideal candidate will be responsible for prospecting, new business development, maintaining/increasing current business, and maintaining page yield and market share goals. Additionally, this position will require accurate monthly forecasts, compliance to credit regula-

tions, and sales call documentation. Previous advertising sales experience in a high tech area with knowledge of the portable computer market is desirable.

Payroll Accountant/Human Resources Representative (IDGC/P)
We are currently seeking an experienced payroll person to handle all payroll duties and to assist in the HR department. This person will be responsible for processing a bi-weekly payroll for 165 employees, tabulation of sales commissions, payroll reports for budget analysis, accounting schedules related to payroll and maintenance of employee records, both computerized and hard copies. This person will also assist the HR Director with day to day office activities and with special projects and events. The successful candidate must possess experience in payroll processing, computer experience, good communication skills, and the willingness to be flexible in a busy environment.

Job Opportunities

Revised: May 26, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Senior Tax Accountant	Framingham, MA	S. Perry	(508)875-5000
IDG	Executive Asst to Chairman Business Development	Framingham, MA	S. Perry	(508)875-5000
IDG	Executive Assistant	Framingham, MA	S. Perry	(508)875-5000
IDGCI	PC Market Analyst	Framingham, MA	P. Fitzpatrick	(508)879-0700
IDGCI	Administrative Assistant	Framingham, MA	M. Cornetta	(508)879-0700
WEC	Mgr, Marketing Comm	Framingham, MA	S. Perry	(508)875-5000
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)875-5000
WEC	Conference Sales Assist	Framingham, MA	M. Cornetta	(508)875-5000
IDC	Senior Market Analyst	Framingham, MA	K. Korostoff	(508)872-8200
IDC	Research Analyst	Framingham, MA	D. Vellante	(508)872-8200
IDC	Research Analyst	Framingham, MA	T. Caffrey	(508)872-8200
IDC	Software Technology Analyst	Framingham, MA	E. Acly	(508)872-8200
FSC	Production Assistant	Framingham, MA	M. Cornetta	(508)875-5000
FSC	Secretary	Framingham, MA	M. Cornetta	(508)875-5000
CWPI	Traffic Coordinator	*Computerworld*, Framingham, MA	A. Coronella	(508)879-0700
CWPI	Department Assistant	*Computerworld*, Framingham, MA	J. Pennett	(508)879-0700
CWPI	Editorial Assistant	*Computerworld*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Summer Inter/Rsch Interviewer	*Computerworld*, Framingham, MA	D. Ludlum	(508)879-0700
CWCI	Administrative Assistant	*Computerworld*, Framingham, MA	M. Doyle	(508)879-0700
CWCI	West Coast Correspondenr	*Computerworld*, Burlingame, CA	J. Bozman	(415)347-0555
CWCI	P/T Editorial Assistant	*Computerworld*, Burlingame, CA	J. Bozman	(415)347-0555
CWCI	Copy Editor	*Computerworld*, Framingham, MA	M. Grover	(508)879-0700
CWCI	Mail Clerk	*Computerworld*, Framingham, MA	R. Ciliberto	(508)879-0700
CWCI	Editorial Assistant	*Computerworld*, Framingham, MA	L. Gorgone	(508)879-0700
CWCI	Staff/Senior Writer	*Computerworld*, Framingham, MA	P. Bartolik	(508)879-0700
CWCI	Assistant Editor, Features	*Computerworld*, Framingham, MA	J. Kelleher	(508)879-0700
NWW	Production/Typographer	*Network World*, Framingham, MA	C. Polack	(508)879-0700
NWW	(2) Copy Editors	*Network World*, Framingham, MA	B. Lazarus	(508)879-0700

NWW	Sales Assistant	*Network World*, Irvine, CA	D. McCarron	(714)250-3006
DNP	P/T Typesetter	*Digital News*, Boston, MA	V. Blake	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	E. Egan	(607)482-8470
FCW	Circulation Director	*Federal Computer Week*, VA	A. LaHue	(703)876-5100
FCW	Mrkg Specialist/Trd Show Mgr	*Federal Computer Week*, VA	C. May	(703)876-5100
FCW	Reporter/Writer	*Federal Computer Week*, VA	E. Holmes	(703)876-5100
IDGC/P	Executive Assistant	*PC Resource*, San Francisco, CA	W. Forsiak	(415)461-8367
IDGC/P	Payroll Accountant/HR Rep	Peterborough, NH	G. Lodge	(603)924-9471
IDGC/P	Single Copy Sales Analyst	Peterborough, NH	J. Kemmel	(603)924-9471
IDGC/P	Assist Art Director	*PC Resource*, NH	R. Frick	(603)924-9471
IDGC/P	Ad Sales Manager	Peterborough, NH	B. Fuller	(603)924-9471
PUB	Marketing Director	*Publish!*, San Francisco, CA	E. Adkins	(415)546-7722
PUB	Account Manager	*Publish!*, San Francisco, CA	L. Backus	(415)546-7722
PUB	Sub Promotion Coordinator	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PUB	Account Manager	*Publish!*, Los Angeles, CA	L. Bachus	(415)546-7722
PUB	Account Manager	*Publish!*, Rosemont, IL	L. Bachus	(415)546-7722
PUB	Telemarketing Sales	*Publish!*, San Francisco, CA	J. Bachus	(415)546-7722
PUB	Executive Editor	*Publish!*, San Francisco, CA	S. Gubernat	(415)546-7722
PUB	Circulation Assistant	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PCW	Editorial Assistant	*PC World*, San Francisco, CA	G. Vanlue	(415)546-7722
IFW	Shipping Coordinator	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Reporter	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Editorial Assistant	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	LAN Test Technician	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW	Barry Coughlin (508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

**IDC, IDG, IDG/C, WEC and ITI
NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for **IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x834, to schedule for the June 13th session.

****IDC new employees should contact Debbie Thistle at IDC Human Resources, x416, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.**

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

Spotlight...

Continued from page 4

mystery. Among other industry accolades, the Apple II version caught the attention of *inCider* editors, who made it the first game product ever to be selected as Editor's Choice (July, 1987).

Jan Cote has been the editorial assistant at *inCider* for almost a year, and provides support to the editorial staff by processing paperwork and maintaining database records.

In addition to working part-time at *inCider*, she also operates a small business with her husband, Andy. They started in 1984 by providing mold design services to tool and die shops, and have since expanded operations to include product design and development, as well as machine design.

A graduate of Boston University with a B.A. in Liberal Arts, Cote previously worked in the Human Resource Department at both New Hampshire Ball Bearings and Brookstone. Cote states, "When I'm not working, I can usually be found on an open field or at the beach flying high-performance stunt kites with Andy and nine-year-old Andy, Jr." □

People

Congratulations to *PC World's* circulation director, **Heather Martin**. She recently completed her MBA from the New York University Graduate School of Business. Difficult enough under normal circumstances, Martin completed this working full-time, 3,000 miles away. Please be sure to congratulate Heather on her accomplishments.

Network World announced the promotion of **Liz Pappas** to level 2 copy editor. During the past year, Pappas has become an increasingly essential member of the team that has brought you a consistently well copy-edited paper week-after-week.

Pappas has already taken on the additional responsibilities of graphics coordinator. In this position, she has proven herself to be tactful and diplomatic as well as detail-oriented and conscientious. She will also be responsible for training a backup graphics editor.

IDG MIS has appointed **Dale Johnson** to the position of second shift computer operator for the IDG Financial Network. Johnson comes to IDG after spending the last two years with Input Output Computer Services in Waltham. He is actively pursuing a B.S. degree in Management Information Systems at Northeastern University.

The IDG MIS Operation staff will have **Kevin Burns** transferring to first shift as Johnson takes over the second shift.

Newly appointed to the position of advertising sales executive at IDG New Zealand is **Mike Oughton**. Oughton will be responsible for generating advertising revenue. Prior to joining the New Zealand staff, he worked at the *Auckland Sun Newspaper* as an advertising sales executive. Oughton enjoys water sports, snow skiing, camping, and hunting.

Toni Henderson was recently employed at IDG New Zealand as advertising sales co-ordinator. Before her appointment, she was a wages clerk with Deloitte Haskins, & Sells.

PCW Administration Services announces the appointment of **Rhea Stafford** to receptionist. She will be responsible for the switchboard, fax, and courier services.

Before joining the PCW

Continued on page 8

PC World TURNS AROUND WITH A NEW LOOK

(L TO R) JOHN GRIFFIN, PRESIDENT AND PUBLISHER OF PC WORLD; RON EVANGELISTA, ACCOUNT MANAGER; AND BEST BUY WINNERS PENNY MEYERS, FRANK GERSTENBERGER, AND STANTON KAYE OF QUARTER DECK OFFICE SYSTEMS

With the help of an innovative management team, *PC World* is acquiring a new appearance. Employees have been working diligently to enhance the visual appeal and editorial content of the magazine. One of the results of their efforts can be seen in the upcoming July issue which contains, for the first time in *PC World's* history, a four-color illustration both created and color-separated on a PC. The illustration, generated with the PC-based drawing program Micrografx Designer, is just one example of the need to emphasize and encourage the use of PC products in "real world" business applications.

The restructured sales team is also part of *PC World's* new competitive edge. The publication is now selling more pages with less salespeople. By emphasizing the entrepreneurial spirit for each individual territory, *PC World* has experienced a significant turn around in ad sales. For the third straight month, advertising pages came in over forecast. The final count of 160.5 pages for July was just 6.5 pages below budget, and a whopping 18.5 pages over the same issue last year. These are the best sales results the publication has had in over a year. The restructured sales force did an outstanding job selling 143.5 display and mail order pages, and 17 catalog pages. **Bob Diftler** led the pack with 28 pages. The sales team is also responsible for the 50 new advertisers signed in the last three months.

PC World demonstrated their innovative style at the "Best Buy" Award Dinner at Spring Comdex 1989. The dinner was held at a prestigious Ferrari dealership in Chicago, complete with a floor that resembled a racing flag. A five-course Italian dinner was served to 140 representatives of almost 60 companies accompanied by a chamber trio dressed in tuxedos, playing classical music.

Maintaining the pace, winners of *PC World's* "Best Buy" Awards were presented with racing flags, featuring the Best Buy logo, and a bottle of fine champagne.

Comments from those that attended reinforced the fact that the evening was a tremendous success. Many said it was the most engag-

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PC World Turn Around...

Continued from page 6

ing and upbeat event at Spring Comdex.

Awards at the dinner were presented to the winners by president/ publisher **John Griffin** and editor-in-chief **Richard Landry**.

PC World recently won a number of independent readership studies conducted among business managers who purchase PC products for their companies. One study, the MRI Spring 1989 Survey, reflected that *PC World* has more total readers than any other PC publication. It reaches the most decision makers, managers, and buyers of company PCs, and it reaches more professional managerial buyers at the lowest cost.

Readers are responding favorably to all of the changes in the magazine. In the circulation department it was reported that the Ballot returns for the World Class PC Contest were up an overwhelming 63% over last year. They have also been able to attain a 500,000 rate base. The responsiveness added to the feeling that *PC World* is on the fast track to make its revenue goals for 1989.

PC WORLD
BEST BUY
PC WO

Back On the Fast Track With *PC World*

Nuts & Bolts

Newburyport Rental: Three-bedroom condo recently completely renovated in historic section of town. Close to downtown and waterfront. Top half of a house with great kitchen, garage and fenced-in yard. Yearly lease. Available June 1. Contact Ann at CW Publishing, ext. 341.

Cape Cod Rental: Cottage for rent in Dennisport, MA. Screened porch, walk to beach, $450/wk. If interested please call evenings at (508) 877-3272.

Roommate wanted: Shared house in quiet Natick neighborhood, 5 minutes from IDC. Rent under $300. Available immediately. If interested please contact Tim Caffrey, ext. 4273.

Please make a note in your records that IDG Communications France will move on June 26th and will be located at the following address:
Immeuble La Fayette
2, Place des Vosges
Cedex 65
92051 Paris la Defense
Tel: 33 1 49 04 7900
Telex: 613 234 F (no change)

□

People...

Continued from page 5

staff, Stafford was a high school art teacher. She attended San Francisco State University and was certified in both graphics and offset. In her spare time she enjoys printmaking, etching, and silk screening. ☐

IDG WORLD UPDATE

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HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

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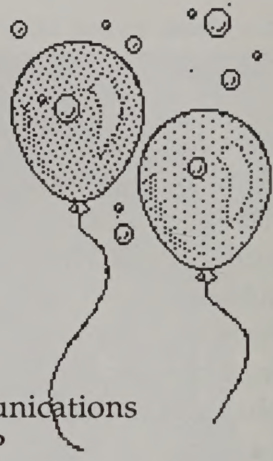
IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

Anniversaries



Fifteen Years
Ann Clark - IDC

Twelve Years
Susan Gross - IDG/P

Eleven Years
Bill Sell - World Expo

Six Years
Brenner Fuller - IDG/P

Five Years
Doug Norde - PCW Communications
Veronica Hradecky - IDG/P

Four Years
Ann Dillon - IDG/P
Jeff Berlin - InfoWorld
Sharon Van Leuven - PCW Communications

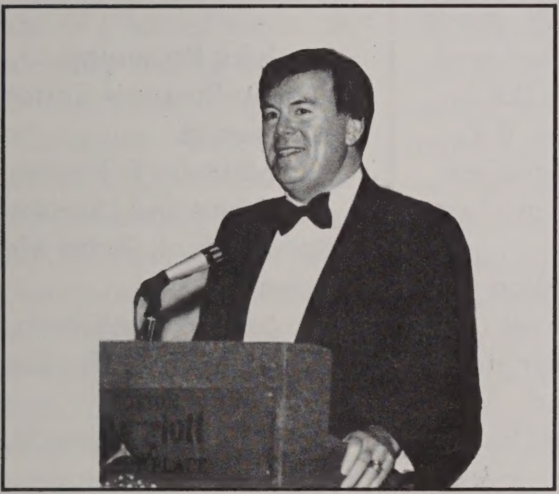
Three Years
Evelyn Adenau - PCW Communications
Lynn Lagasse - IDG/P
Beth Jala - IDG/P
Robert Ostrow - PCW Communications
Felicity O'Meara - PCW Communications

Two Years
Michael Deutsch - IDC
Patricia Powers - CW PUBLISHING
Mary Curry - Digital News
Janet Grote - LINK Resources

One Year
Donald St. John - CW PUBLISHING
Robert Paul Tasker - IDC
Adam Hirsh - IDG
Marion Lyday - IDG/P
Darrell Washington - LINK Resources
Hae Yuon Kim - PCW Communications
Vicki Peilen - PCW Communications
Robert Hultman - CW Sweden
Mary Edmundson - InfoWorld

IDG
WORLD
UPDATE
Volume 19, Number 17
May 8, 1989

McGovern Elected to Academy of Distinguished Entrepreneurs



Patrick J. McGovern Addresses Attendees At Black Tie Reception

Last week, Babson College celebrated Founder's Day to honor outstanding entrepreneurs who, through their energy, innovation and philosophy, have made for themselves successful business careers. This years' honored entrepreneurs were; Alan Bond, Chairman Dallhold Investments, Pty. Ltd, **Patrick J. McGovern**, Chairman International Data Group, and Dr. Michael Smurfit, Chairman Jefferson Smurfit Group.

Since its founding in 1919 by Roger W. Babson, financier and entrepreneur, Babson College has been committed to the education of students for business leadership. In 1978, the college established the Academy of Distinguished Entrepreneurs. Each year, for the annual Founder's Day program, three world class entrepreneurs are inducted into the Academy. They come to the campus to share their philosophies and experiences and to provide inspiration to Babson men and women who seek to assume leadership positions in business.

The formal program began at Knight Auditorium, with an audience consisting of approximately 1200 students and invited guests.

To date, 42 men and women have been inducted into the Academy. These men and women have represented a variety of industries and have stood for what has become a critical point for business success: internationalization. They include such international luminaries as Ray Kroc, founder of McDonald's; Soichiro Honda; J. Williard Marriott, Jr.; Frank Perdue; Diane Von Furstenberg; Berry Gordy, Motown Industries; Henry Bloch, H & R Block, Inc.; and An Wang, Wang Laboratories.

Continued on page 2

McGOVERN ELECTED TO ACADEMY...

Continued from page 1

John Mathinsen, Professor of Economics, when introducing Patrick McGovern, chairman of IDG, refered to him as a person who personifies and encompasses all of those qualities that mark a true entrepreneur. He stated that to him a true entrepreneur has; farsightedness, a drive to be internationalized, an ability to employ people who will lead in a decentralized work environment, be timely with decisions, have an inspiring personality, but most of all, have an entrepreneurial spirit.

McGovern shared his own inspirations and motivations that have driven him to where he is now and where he aspires to go. He stated, "It all started with a book I read when I was 12. The book was entitled, 'Giant Brains and Computers That Think', and I realized at that point the emergence of electronic tools that could be used to amplify the key characteristics of the human brain."

From that moment on, McGovern has envisioned himself as the messenger of the computer revolution, responsible for helping "everyone in the world realize how computers can make their lives more fulfilling." The impact of IDG has been described to be so extensive that the success or failure of a new computer product rests on how IDG's magazines treat the new product. McGovern's dream, to the world's benefit, has been transformed into a reality. Speaking at the business school's Founder's Day, he stated, "As I travel around the world I see how the improvement in the quality of life depends on the innovation and developments of new companies." *PC World USSR*, introduced last year, was a major step in IDG's own farsightedness. IDG brought computer-related information to yet another country.

A Black Tie reception was held at a Boston Hotel, followed by a dinner and induction ceremony. Approximately 500-600 Babson alumni and administrators and New England businessmen and women attended. Bond, McGovern and Smurfit were asked to remark on the day's events and were then presented with a testimonial citation for their outstanding achievements which earned them the induction into the Academy of Distinguished Entrepreneurs.

The panel of judges that selected this year's distinguished entrepreneurs were:

Robert L. Bartley, Editor, *The Wall Street Journal*

John Browning, American Business Editor, *The Economist*

Malcolm S. Forbes, Jr., President and Deputy Editor-in-Chief, *Forbes Magazine*, Forbes, Inc.

John E. Mathinsen, Chair, Professor of Economics, Babson College

Paul F. McPherson, Executive Vice President, McGraw-Hill Publications.

(L to R) Dr. Michael J. Smurfit, Alan Bond, William Dill, President of Babson College, and Patrick McGovern

DIGITAL NEWS - UNDISPUTED GROWTH LEADER AMONG THE DEC MARKET PUBLICATIONS

After a second year of record growth, *Digital NEWS*, the leading newspaper for DEC VAX computer owners and managers, has announced a number of appointments and promotions in its advertising and editorial departments.

These appointments and promotions come in the midst of a heated battle for leadership among the three publications serving the DEC market. According to **Pat Kenealy**, president and publisher of Digital News, Inc., "The first quarter ad performance and intensive research on weekly frequency in the DEC market conducted by *Digital NEWS* among advertisers and readers have shown that a biweekly publication is the best medium to most effectively serve the DEC market. As the only biweekly publication now in the DEC marketplace, *Digital NEWS* is stepping up its investment and commitment to ensure that it will remain the best medium available in the market today for both advertisers and readers alike.

David Egan will continue in his role as associate publisher of *Digital News*, as well as assuming his promotion to vice president of Digital News Publishing, Inc.. In his new capacity, he will assume added financial and operating responsibilities and will increase his role in setting the long-term strategy of the company. Egan joined *Digital NEWS* in August 1987 from Horizon House Publishing where he spent nine years, most recently as publisher of *Telecommunications* magazine. During his tenure at *Digital NEWS*, advertising sales have increased dramatically, making this newspaper the fastest growing publication in the DEC market.

William Pryor has been named national accounts director. In this newly created position, Pryor will help the *Digital NEWS* field sales organization continue to give their major clients the best service and support in the market. A member of the start-up team for *Digital NEWS*, Pryor joined the newspaper in the summer of 1986. Working with Pryor, **Pauline Manning** will enhance the sales efforts of the New England Territory by continuing in her role as sales representative.

Janice Martinelli has been promoted to advertising traffic manager from advertising coordinator. In this role, she will manage and oversee all aspects of advertising billing, trafficking, scheduling, placement, and field sales related activities including forecasting, competitive and market evaluation and analysis. Martinelli joined the company in October, 1987.

On the editorial side, **Nancy Kelly** has been named news editor. Kelly reported on DEC hardware and software, third party superminis, and workstations for *Digital NEWS* prior to assuming her new position. Kelly joined the Boston newsroom as a reporter in 1988, as an eight-year veteran of the daily newspaper business.

The following additional contributions to the editorial strength of *Digital NEWS* in the DEC marketplace have also been announced: **Terry Shannon**, director of IDC's DEC Advisory Service was named monthly columnist.

Continued on page 4

DIGITAL NEWS UNDISPUTED GROWTH LEADER...

Continued from page 3

A former DEC marketplace journalist, Shannon brings a particularly well-connected and well-informed depth of commentary to *Digital NEWS*. Prior to joining *Digital NEWS*, **Steve Lawton**, Los Angeles bureau chief, was a senior editor for *Hardcopy magazine* and *Computer Systems News* . He will become a regular column contributor for the storage market.

Kenealy said the additions are the result of the paper's recent growth and a way of underscoring *Digital NEWS'* commitment to serving VAX products and sellers. "Our editorial team has been setting the news quality pace for two years now, and will continue to do so by adding people and perspective, not inappropriate frequency," stated Kenealy. "On the sales side, *Digital NEWS* has really been a marketing partner for key clients. By adding sales management depth, we'll continue to add value to our advertisers' efforts."

□

MULTIVENDOR NETWORKS MARKET HEATS UP

IDC ANALYZES OFFERINGS AND USER STRATEGIES

Corporate data and voice communication networks have become complex blends of hardware and software from multivendors. As a result, users are demanding more from their network equipment and support service providers. According to two recently published reports by IDC, users are requiring vendors to develop flexible service partnerships and maintenance management services as alternatives to traditional manufacturer repair services.

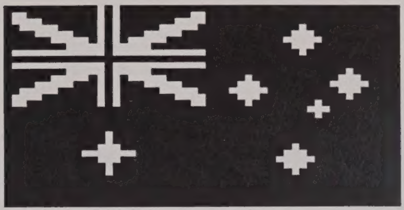
Responding to this tremendous need, computer manufacturers and communication equipment vendors have begun to offer comprehensive multivendor network maintenance management services.

"Multivendor network maintenance management vendors (MMVs), such as DEC, HP and IBM, can necessarily take a great deal of control over the networks they monitor," asserts **Doug McLeod** of IDC's Customer Support Program. "As multivendor networks proliferate in number and complexity, the perception of control over the networks and the information they transport remains highly sensitive. Both manufacturers of computer systems and communications equipment companies will be challenged to respond quickly and tactfully to the highly unique needs of each customer."

"Today's networks provide not just managerial information, but the basis for competitive advantage," claims McLeod. "Providing a high level of service and support becomes a critical part of an organization's strategic plan."

□

SPOTLIGHT:



COMPUTERWORLD AUSTRALIA

THE EDITORIAL TEAM

Computerworld Australia, the flagship publication of IDG Communications Pty Ltd., was launched in July 1978 and has established itself as a leader in serving the information systems professional readership. The publication dominates the advertising market share among MIS books and has continued to hold off competition from Australia's *PC Week*. In evolving with the market it serves, *Computerworld Australia* is keeping pace by initiating changes in its size and design. The new format will appear in the first May issue.

Computerworld Australia is an extensive information package, comprised of news, news analysis, strong PC and integration coverage, and supplements like *Digital World* and *Government Computer News* that target a wide audience of computing professionals. In May of this year, *Computerworld Australia* will incorporate *Communications World*, which originally began as a section but became independent roughly two years ago. The move is meant to further enhance the editorial package of *Computerworld Australia*.

SUSAN TAYLOR

Under the leadership of publisher **Susan Taylor**, the staff of *Computerworld Australia* has become a dedicated, responsive, and highly qualified group of people.

Taylor is proud to be one of the long serving employees at IDG Communications. After attending college and pursuing a brief teaching career, she joined the Advertising Department of *Computerworld Australia* in May 1979. She has progressed through advertising sales as national advertising manager to associate publisher to publisher, a position she was appointed to in October 1987.

"The ongoing challenge is what excites me most about my role," said Taylor. "There is a strategic challenge in turning the positioning of *Computerworld* to best serve its readership. There is also an operational challenge in completing weekly issues that average

Continued on page 6

SPOTLIGHT: CW AUSTRALIA'S EDITORIAL TEAM...

Continued from page 5

96 pages at a 65 percent advertising/editorial ratio, but most of all, we have to meet the financial challenge of striving to make an increase in profits in the current flat market!"

As a result of independent research, *Computerworld Australia* leads its competitors in providing information to information systems professionals. The editorial team, committed to upholding its reputation for excellence, regularly scoops not only the computer press but the nation's business press as well.

Noel Bennett recently rejoined *Computerworld Australia* as editor of the monthly supplement. Bennett has had a long and distinguished career in the industry as a general-interest journalist. In 1973, he moved into the field of information technology and has been with IDG Communications for the past eight years.

Don Kennedy, editor-in-chief, came to *Computerworld Australia* from the United States in October 1988. Prior to this position, he worked at *Digital News*, IBM, and the Ziff-Davis publications *PC Magazine* and *PCjr*.

Mike Harrison serves as managing editor for *Computerworld Australia* and is an eight-year veteran of IDG. He has served successfully in numerous other positions during his employment and is a loyal team player.

News editor **Maggie Macrae** has been with *Computerworld* for two years. Before joining IDG Communications, she was the Sydney bureau chief for *Pacific Computer Weekly* and *Business Review Weekly*. She has also worked in the MIS department at *Computer Science* of Australia.

Steve Ireland, senior editor, came to *Computerworld Australia* in 1985 with a computer industry background. He is acting editor of the *Digital World* supplement and serves as the resident staff expert on software.

David Hutchins is the

Continued on page 7

IDG
COMMUNICATIONS P/L

EDITORIAL TEAM (L TO R) STEVE IRELAND, DON KENNEDY, DAVID BLACKBURN, MAX FULLER, IAN WILSON, DAVID BEYNON, GILLIAN SIDEBOTTOM, TONY THEUNISSEN, ANGELICA JACOB, AND JIM CLOUTTE

IDG ANNOUNCES TWO ADDITIONAL FELLOWSHIP PROGRAMS

It is with pleasure that IDG announces two additional Fellowship Programs that will run from July 1, 1989 through June 30, 1990. The programs will be in the areas of:

Newsstand/Single Copy sales
Recruiting/Classified Advertising Promotion

The Fellowship will be granted to either an employee of the corporation or a consultant. The successful candidate will be given the assignment of working with all worldwide operations to further promote and develop techniques and standards that will enhance and coordinate our efforts for knowledge and know-how transfer in each of the above areas.

During the course of the year, the chosen Fellow will be expected to maintain primary duties within their own organization in addition to taking fact-finding tours of the various operations throughout the world. We would expect these visits to produce concrete results and to pinpoint specific areas of concern and/or excellence that can then be transmitted to all of the other operating groups through white papers, conferences/seminars, memos, intra-company meetings, etc. It is envisioned that these activities will take approximately one full week per month.

In addition to a stipend that will be paid directly to the Fellow, all expenses involved in these activities will be borne by IDG Headquarters.

Candidates should, of course, have in-depth knowledge and practical experience in his/her field, should be excellent communicators (languages other than English useful but not required) and be willing to handle the extra involvement in terms of time and energy.

The rules are easy. Just send us a memo indicating how you would handle the assignment in terms of organization, establishment of goals, and a statement of how these goals might be achieved. We would also like a brief statement from each applicant as to why they think they are the best qualified candidate for the position.

Please send your application no later than June 1, 1989 to the selection committee in care of, Walter Boyd at IDG Headquarters in Framingham.

SPOTLIGHT: CW AUSTRALIA'S EDITORIAL TEAM...

Continued from page 6

Melbourne bureau chief. He assigns and supervises other writers and reports on key stories from the heart of Australia's telecommunications and finance city. He joined IDG in 1987 from *The Age*, a major daily newspaper based in Victoria.

Covering the major topics of interest in the computer industry from the nation's capital is **Colin Brammall**, IDG Communications Canberra editor. Brammall also edits the monthly *Government Computer News*. He hails from a long career in journalism, most recently with *The Canberra Times*.

Associate editor for *Computerworld Australia* is **David Beynon**. Beynon edits the Systems and Careers sections of the paper and writes a weekly column on computer careers.

Angelica Jacob, associate editor, is responsible for the Unix and Business sections of *Computerworld Australia*. In recent months, she has developed the Banking and Finance beat, producing several front-page articles for the paper.

Peter Young serves as Brisbane editor for Computerworld and concentrates on the many activities in the Queensland area. Most recently, Young reported a story of worldwide significance on *Digital Equipment's* use of Project Athena Technology in Australia.

Toula Mantis has been with IDG for three years. She started with IDG as an associate editor, writing for *PC World* in Melbourne, and has since gone on to the position of associate editor for the Melbourne Bureau.

David Blackburn, production editor, is a 40-year veteran of journalism. He came to Australia in 1973 after plying his trade in England and Africa. He has been with *Computerworld Australia* for four years.

Jim Cloutte, Max Fuller, and **Tony Thennissen** act as *Computerworld Australia's* proofreaders. **Ian Wilson** is subeditor for the publication.

CW AUSTRALIA'S ADVERTISING AND MARKETING TEAMS WILL BE FEATURED IN NEXT WEEK'S SECTION OF SPOTLIGHT

People

Paul Fitzpatrick has been promoted to the position of manager, Computer Industry Analysis. In this position, Fitzpatrick will be responsible for managing all computer industry-related secondary research and analysis in support of the IDG Communications publications.

Fitzpatrick has been with IDG Communications Research Services Group for four years in the position of computer industry analyst, covering multi-user systems markets, including the related software, peripherals and communications markets. Prior to that he was a senior research analyst at IDC.

Please join IDG in congratulating Paul in this well earned position.

Tim Walsh is the newly appointed technical editor for *AmigaWorld*. In this new position, he will be responsible for writing as well as overseeing the magazine's Products Department.

Walsh was previously technical editor with *RUN*, the magazine for the Commodore 64 and 128. Please join in contratulating Tim in his new position. □

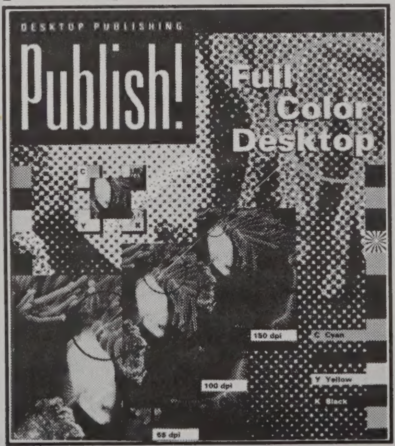
From the Editor's Desk:

Susan Gubernat, editor-in-chief of *Publish!* magazine announced that new ground has been broken in the area of color prepress technology in magazine production. Providing information for the beginner and the professional alike, the May issue offers a detailed look at how the four-color separation process works in both the traditional and desktop publishing environments.

In this issue *Publish!* demonstrates in step-by-step reviews of desktop color prepress systems, that the current technology can produce near-professional results. "We think that the new technologies open up new markets for color. Like the proliferation of 300-dot-per-inch typography, four-color images from the desktop will set a mass-market standard," stated Gubernat.

In order to properly assess prepress technology for the Macintosh and IBM personal computers and compatibles, *Publish!* researched and used the latest offerings in 24-and 32-bit color prepress technology. "We worked with the software and the hardware for over a month before we even tried to make any separations," said **Keith Baumann**, technical designer. "By taking the time to really learn the software involved, we were able to achieve better results than were shown in previous studies of this technology."

Publish! has been the how-to resource for desktop publishers for the past three years. From the outset, the *Publish!* staff have incorporated the latest technology into the production of the magazine. Because of this hands-on approach, *Publish!* is highly regarded by the industry as the leader in exploring and implementing desktop technology for magazine production.



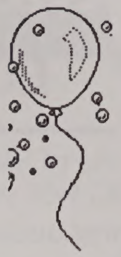
VETERAN READER OF COMPUTERWORLD MEETS LEBLOIS AND HILL

(L to R) David Hill, Gene-Hyoung Chung, and Axel Lebois

In a recent trip to Korea, **David Hill**, director of IDG News Service, and **Axel Leblois**, vice chairman of IDG, met with Gene-Hyoung Chung, a 22-year reader of *Computerworld.* Chung worked in the U.S. for several computer firms and now operates his own company, Penta Computer Korea, Inc. The company represents several software companies, the largest being Software AG.

Chung doesn't recall if he actually saw the charter issue of *Computerworld*, but he saw the magazine in its first few months of publication and subscribed immediately, and he has been reading it ever since. □

May 1-7 Anniversaries



Nine Years
Sinval Oliveira Silva - CW Brazil

Seven Years
Alejandro Klecker de Elizalde - IDC Espana
Dordy Ewerloef - CW Sweden

Six Years
Wendie Haines Marro - IDG/P

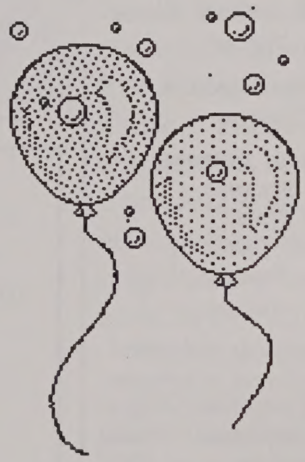
Five Years
Kim Mandel - CW Argentina
Stefan Liba - IDG Germany

Four Years
Marlene Hemmert - IDG Germany
Roland Schmitt - CW France

Three Years
Christine Hudema - IDG Germany
Flemming Kjaersdam - CW Denmark
Ronaldo Alves de Souza - CW Brazil
Tania Goncalves Vieira - CW Brazil
Florence Loeillot - IDC France
Margaret Lepage - IDG/P

Two Years
Julio C. Attala - CW Argentina
Luis Garcia - CW Argentina
Uwe Knierim - IDG Germany
Martin Enkelmann - CW Switzerland
Louis Wallace - IDG/P
Robin Florence - IDG/P
Linda Lagomarsino - LINK Resources
Lonnie Forbes - Network World
Paul Bonington - Network World
Betty Hubbard - PCW Communications
Stewart Alsop - PCW Communications

One Year
Horst Hofflin - IDG Germany
Katja Diefenbach - IDG Germany
Charlotte Engstrom - CW Denmark
Lotte Davidsen - CW Denmark
Mads Christensen - CW Denmark
Anders Gynning - CW Sweden
Nancy Durand - IDC
Scott McLarnon - IDC
Steve Auerbach - IDC
James Boviard - IDG
Don Mahlmeister - Network World
Ginny Pohlman - PCW Communications
Pamela Creighton - PCW Communications
Joan Flynn - PCW Communications
Ann Garrison - PCW Communications
Penelope Brooks - Connell Communications



Nuts & Bolts

As of May 15th, 1989, IDG will publish *Computer Korea* under a license agreement with Hi-Tech Publishing. This new tabloid publication will be biweekly in 1989 with a planned change to weekly frequency in 1990. It will serve the emerging needs of the Korean MIS market, one of the fastest growing in the world.

Our agreement with *The Electronic Times* has been discontinued by mutual agreement. IDG plans to co-organize shows with *The Electronic Times* next year covering the communications and the PC market.

The new address for Computer Korea is:

Mr. Young S. Gimm
Editor-in-Chief
Hi-Tech Information Inc.
3rd Floor Youngjae
Building 1600-7 Seocho 3 dong
Seochogu, Seoul 137073,
Korea
Telephone 588-8922
Telefax 582-9823

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IDG Taiwan

The location of IDGC/Taiwan has been announced. Please change your records accordingly.

IDG Taiwan
4F-2, No.137
Fu-Hsin S. Road
Sec 1, Taipei

The telephone number is: 02-7775336-8, and the fax number is:
02-7775339.

IDG WORLD UPDATE

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HUMAN RESOURCES NEWS EDITOR
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DISTRIBUTION MANAGER
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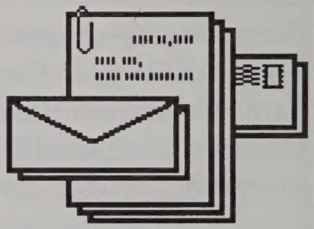
Just a reminder that The Annual Employee Surveys have been distributed and need to be completed and returned in the enclosed postage-paid envelope.

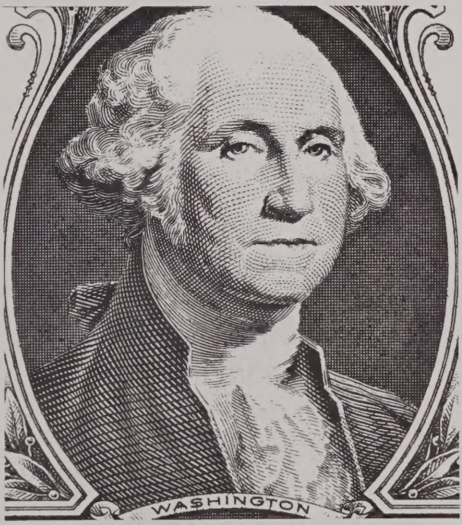


THANKS!

THOSE CONTRIBUTING TO
THIS ISSUE OF
THE IDG WORLD UPDATE
INCLUDE:
SUSAN TAYLOR

IDG
WORLD
UPDATE
Volume 19, Number 17
May 15, 1989

By George! D.C.'s First-Ever Macworld Expo A Success!



The MACWORLD Exposition, dedicated to both amateur and expert Macintosh computer users, was held recently at the Washington, D.C. Convention Center. The three-day conference was produced by IDG's World Expo Corp., sponsored by Macworld magazine and skillfully managed by the team of Mitch Hall Associates of Westwood, MA

Over 28,000 attendees visited more than 600 exhibit booths, represented 230 exhibiting companies. Guests also had the opportunity to take part in many interesting discussion sessions, including Keynote Sessions, Advanced User Tips, Programmer/Developer Forums, Government User Tips, Mac Micro-Clinics, Education Workshops, Solutions for Corporate Users, and User Roundtables. Government employees, local business people, university and educational professional and local users comprised the diverse cross-section of those in attendance.

"We were very, very pleased with the turnout," said an enthusiastic Mitch Hall, president of Mitch Hall Associates. "Considering MACWORLD Expo was the third Macintosh-specific event to hit the D.C. area in the month of April and appeared for the first time in Washington, we felt it was superb! Geographically, it was very strong from the whole mid-Atlantic area. It will be looked upon as a regional show rather than just a Washington, D.C. show." Hall believes that the success of the exposition clearly showed how effective a regularly-scheduled event from MACWORLD can be.

The impressive keynote presentation by industry guru John Sculley, chairman and CEO of Apple Computer, once again addressed a standing room only crowd. Included among the many

Continued on page 3

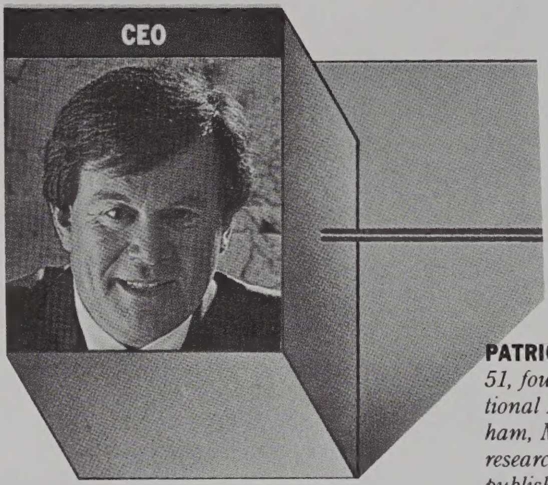
McGOVERN NAMED "DREAM TEAM" CEO

In the April issue of *Inc. magazine*, **Patrick McGovern** received a special honor. The magazine's editor's named him chief executive officer of their "Dream Team" of executives who could best run a start-up company. The "Dream Team" article coincides with the Special Tenth Anniversary Issue of *Inc.*, in which Apple Computer and NeXT Inc. founder, Steve Jobs was named Entrepeneur of the Decade. (Jobs, by the way, was named vice president for Research and Development of McGovern's staff!)

The mission of the article was to form an all-star, perfect fantasy, start-up dream team. Senior editor Michael S. Hopkins, explained, "they would be the management of our decade-long dreams, the ideal people, position by position."

The contenders would encompass anyone who, over the past ten years, had been in *Inc. magazine*. The editors established ground rules for choosing the team. Those chosen would have to be qualified on functional skills NOT mastery of a particular industry. The assembled team would not be the most famous, they would have to be flawed, and be sure to make things happen. They would symbolize the swift, the eager, the decentralized, the innovative, and they would lean towards the lean.

McGovern was elected CEO of this dream team. The decision was made in part because more than anyone else, as *Inc.'s* Hopkins demonstrated, "McGovern gets it: he preaches the mission, provides information, gives folks plenty of rope-then gets out of the way." He concluded with ,"He has as much fun on the job as anybody we know. We like that." □



PATRICK McGOVERN
51, founder/CEO, International Data Group, Framingham, Mass., a market-research provider and publisher of more than 100 trade magazines related to information technology
First, there's "the vision thing." Saw technology's future early (the 1960s); went overseas early (1973, when IDG did just $6 million in sales); understood the power of decentralization early (from the start has tried to keep autonomous IDG business units to 50 employees each). Runs a $383-million, 65-unit, international corporation with headquarters staff of 15. Knows start-ups cold—grows by launching them constantly within his own company. Craves customer contact, responsiveness, *speed*; launched one IDG publication in just three days.

More than any other CEO around, McGovern gets it: preach the mission, provide information, give folks plenty of rope—then get out of the way. Exercises control with finance, research (an ingenious system of customer and employee surveys), and power of personality.

Another thing: has as much fun on the job as anybody we know. We like that.

MACWORLD RECOGNIZES EMPLOYEES WITH "HERO AWARD"

Macworld Communications president **Jim Martin** has instituted a new employee recognition program. At a recent employee meeting at the company's San Francisco headquarters, he introduced "The Hero Award".

The program is designed to acknowledge and show gratitude to those individuals who "go out of his or her way to help others in a department, organization, or community," Martin explained. "Those individuals should be singled out as a hero or heroine because he or she raises the level of energy and enthusiasm, creates role models that others may wish to emulate and, overall, demonstrates that giving something extra will be recognized by our company."

The first "Hero Award" was awarded to **Luis Camus**, senior production editor. After spending many tedious hours trying to retrieve a file that had crashed repeatedly and corrupted the slide show presentation for the European Managers Meeting, Martin thought all was irretrievable. Camus dropped what he was doing and began a strenuous process of trial and error, ultimately restoring the entire presentation.

Martin pointed out that the award will not, in all likelihood be made on a monthly or regular basis. "We will only choose someone when it is clear that the contribution is truly above and beyond the call of duty," he said.

Supervisors throughout the company will be asked to submit appropriate nominations to the Product Team, who will in turn make the award selections. □

JIM MARTIN AND LUIS CAMUS DISPLAY THE "HERO AWARD"

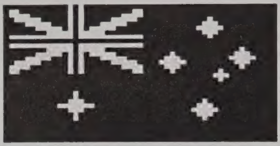
BY GEORGE!...

Continued from page 1

distinguished speakers and presentations were IDG's own **Steve Woit**, publisher of *Federal Computer Week*; *Macworld's* president and publisher **Jim Martin**; editor **Jerry Borrell**; executive editor **David Ushijima**; associate editor **Carol Person**; East Coast editor **Brita Meng**; contributing editor **Steven Levy**; and department editor **Deborah Branscum**.

Hall concluded, "The combination of Mitch Hall Associates, *Macworld Magazine*, and *Federal Computer Week* worked very, very nicely. You take this combination and add to it the cooperation of Apple Computer, and you've created a strong event....a real winner!" □

CW Australia



Spotlight

Computerworld Australia continues to dominate computer publications in the area of display advertising. Despite aggressive competition, the publication has managed to capture an average of 60 percent of the marketshare among MIS books in the last year. By staying close to the customer, understanding the market, and delivering strong research and consulting services, the Display Sales Team has enjoyed continued success.

Gayle McElroy has been working with *Computerworld Australia* for four years. She started as sales executive, was promoted to NSW regional manager, and now holds the position of national display advertising manager. Marketing publications, daily press, and business publications are all part of her extensive list of credentials. Her leadership and professionalism as sales manager have helped *Computerworld Australia* hold its top position in ad revenue.

Peter Tichband has been with IDG Communications for seven months as display advertising executive. After working with the competition, *PC Week* and *Pacific Computer Weekly*, he finally saw the light and joined our successful sales team. Tichband says he is looking forward to a profitable year for both himself

Continued on page 5

Display Advertising Sales Team-(L to R) Gayle McElroy, Simon Anderson, Cheryl Podda, Peter Tichband, and Rose Purtill

Recruitment/Classified Sales Team (L to R) Rosanna Love, Pat Blackman, Stuart Williamson, Kate Bauer, and Narelle Coleman

Spotlight...

Continued from page 4

and *Computerworld Australia.*

After completing studies for a three-year business and marketing degree, **Simon Anderson** joined the *Computerworld Australia* display team in January 1989. With sales experience in direct marketing, he is looking forward to a rewarding year with *Computerworld.*

Terry Swan, regional sales manager, has been with IDGC/Australia for two years. Swan has an impressive media background in the British and Australian markets, and has also worked in Australia at *Communications World* and *PC World*.

Tania Evans first joined IDG Communications Australia as advertising assistant, and after five months was promoted to advertising executive. She has been with the company for two very successful years.

Winkie Corfield serves as regional manager of IDG Communications for western and southern Australia in Perth. Corfield joined the company in 1981 to represent *Computerworld Australia*. After 12 years of experience in publishing, she is now responsible for all IDG publications, bringing excellent advertising revenue into *Computerworld*.

Rose Purtill looks after everyone! She has been with IDG since January 1988, acting as personal assistant to the publisher and providing sales support for the display manager and sales team. Recently married, Rose comes from a background of dental nursing and stockbroking. Don't forget her prize winning photo in IDG's 1989 calendar!

Cheryl Podda, advertising coordinator, handles the near impossible task of designing issue layouts, dispatching advertising material, and ensuring that the edition gets to the printers on time. Podda has worked for advertising agencies in both Australia and the U.K.

Melbourne's advertising assistant is **Lisa Battaglia**. Battaglia, recently married, joined the staff last October. Prior to joining *Computerworld Australia*, she worked at News Limited Suburban.

The recruitment and classified team of *Computerworld Australia* generates an average of twenty-five pages of recruitment advertising and five pages of classified and teleshopper advertising per week. Over the last year, revenues have increased by 43 percent, and pagination by 28 percent, an achievement of which they are very proud. For the first time, the recruitment section holds a dominant marketshare position.

Holding the title of national recruitment advertising manager is **Stuart Williamson**, who began his career in the field of media sales nearly five years ago at VNU in the U.K. He also worked in the computer trade press in that country. Williamson brings great knowledge and experience to his position, having worked through the national press before moving to Australia eight months ago. He is very proud to be part of a successful sales team and deserves recognition for its success.

Pat Blackman joined the *Computerworld* recruitment team in August 1982 with experience in sales in the consumer market. Blackman currently serves as NSW supervisor and enjoys great success in the recruitment market.

Greg Doyle, sales executive in Victoria, and with a background in time sharing sales, has made great strides in the Melbourne recruitment marketplace. He has built up a section at a time in the face of diffi-

Continued on page 8

People

Karen Kugel has been appointed to vice president of IDC's Integration Group. Kugel will assume management responsibility in the areas of Consulting Custom Research Services, Survey Services, Customer Services, Distribution Channels, and Systems Integration Services.

Kugel has had 12 years of high-tech industry sales, marketing and consulting experience. She has been with IDC for the past five years. Her previous position at IDC was as director of the Systems Integration Services Program, in which she oversaw market research and consulting. Before serving as director, Kugel was manager of Systems Integration and Professional Services, a program offering of IDC's Software Group. Prior to holding that position, she was a senior analyst responsible for conducting primary research on such topics as application software, UNIX, supermini software trends, micro-mainframe links, and computer services.

Prior to her tenure at IDC, Kugel served as market manager for Flexwatt Corp., a public start-up electronics manufacturing firm. She also spent three years as a sales executive for Xerox Corporation and for American Business Telephone Co., Inc.

Kugel is a summa cum laude psychology B.A. graduate of Rutgers University. She also holds an Ed.M degree from Harvard University with a concentration in social science research design and methodology.

Computerworld has promoted **Bernie Hockswender, Kevin McPherson, Jan Harper,** and **Dave Peterson** from regional advertising sales managers to vice presidents, according to **Val Landi**, associate publisher of *Computerworld*.

"From January through April, 1989, the outstanding efforts of these four *Computerworld* regional advertising sales managers resulted in four consecutive record-breaking months for *Computerworld* advertising revenues," said Landi. "They are largely responsible for driving *Computerworld* back into prominence as the number one business trade publication in America."

The new *Computerworld* vice presidents are located in the following regional sales offices: Mid-Atlantic vice president Bernie Hockswender in Paramus, N.J.; Midwest vice president Kevin McPherson in Chicago, Il; West Coast vice president Jan Harper in Burlingame, CA; and Northeast vice president Dave Peterson in Framingham, MA.

Bob Keating has been appointed to the position of vice president of sales for Installed Technology International (ITI).

"ITI is ready to deepen and expand its sales efforts, particularly in our major accounts area," reported **Paul Earl**, president of ITI. "Bob's background is particularly well suited to lead this critical effort."

Keating came to ITI with 17 years of selling and marketing experience in the information processing industry, including 11 years with IBM and four years with Wang. Most recently, Keating was vice president of sales and marketing for the Composition System Division of Itek Graphix.

Keating stated, "This is an exciting opportunity for me to build ITI to the leading position in our market. The combination of my sales and product

Continued on page 7

Human Resources News

NEW POSITIONS THIS WEEK

The *Job Opportunity Listing* will be published weekly in the IDG Update indicating the available job opportunities in each division as before. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Executive Assistant to the Chairman Business Development (IDG)
Reporting to the Chairman of the Board of IDG, the primary activities of this position will be to assist the Chairman with business analysis and development. Key responsibilities will include: identification and evaluation of new information service opportunities in the area of information technology; review business plans for proposed acquisition or start-up of information service businesses; conduct research to review and evaluate existing IDG products and services for market position, business potential, and competitive effectiveness; frequent interaction worldwide with business unit presidents, publishers, and managers in the course of gathering and disseminating marketing information. Requirements: Undergraduate degree, experience in or an understanding of marketing research and/or magazine publishing. Familiarity with computer/information technology desirable. Excellent communications skills as well as the ability to collect and analyze data.

Research Analyst (IDC)
The research analyst will be primarily responsible for telephone inquiry and customer support for clients of the international planning services as well as for support of IDC international offices. The position therefore requires an understanding of and commitment to service excellence, and ability to research, understand, and communicate information about international computer markets, an interest in developing an understanding of international computer markets, and an ability to manage complex and often conflicting demands on time and talents.

Administrative Assistant (IDGCI)
Responsibilities will include: production of monthly report, coordination of database updates, preparing media kits, updating of in-house promotion list and general administrative support. The candidate should be extremely detail-oriented, possess some word processing skills and have a helpful and informative phone manner.

Administrative Assistant (WEC)
Responsibilities include typing and proofreading; distributing mail; maintaining system for logging department invoices and monitoring actual expenses vs. budget; ordering supplies; ordering lists; maintaining sample file; sending insertion orders and providing other general clerical support. Ideal candidate will be detail-oriented, able to type accurately, have pleasant phone manner, excellent spelling and grammar, able to handle multiple tasks and deadline pressure. Word processing experience a plus. College and 1-2 years office experience.

Conference Sales Assistant (WEC)
In this key role, you will provide administrative support to the Group Manager, while performing general administrative functions. Responsibilities include typing, filing, international correspondence, monthly conference sales updates and sales tracking and various administrative functions. The ideal candidate should have excellent organizational and administrative skills, be detail-oriented, dependable and enjoy working in a team environment. Working knowledge of PC based word processing is desirable.

P/T Editorial Assistant (CW Burlingame)
Run maintenance on Atex system; maintain contact with Framingham systems people; open and distribute mail; order and stock supplies; monitor BusinessWire, PR Wire, and fax machine; ; distrubute material to appropriate person; make travel arrangements for writers; copy articles/research for writers; clip and file Computerworld news articles; peruse various periodicals; input pertinent user/vendor information into user database for writers.

Copy Editor (CW)
Copy edit for grammar, consistency, style, layout pages, electronic pagination, proofreading, art tracking. BA in English, communications or Journaism, solid grammar skills, previous computer experience a plus.

West Coast Correspondent (CW Burlingame)
Responsible for producing usable copy as required; cover stories of interest to computer industry vendors and data processing professionals that take place or originate on the West Coast; providing news gathering support; covering press conferences, new product announcements, major meetings and other newsworthy events; and conducting telephone and personal interviews. To qualify, you should be a self-starter and capable of working independently. You should possess a strong journalistic instinct, be able to write quickly and accurately for weekly deadlines and most important, have demonstrated professional news reporting and writing skills. Familiarity with computer technology, companies, trends and products is a plus.

Director, U.S. Computer Installation Database (ITI)
The Director of the U.S. Computer Installation Database (CID) will have primary responsibility for supporting the client base of and setting the direction for ITI's largest product, CID. The responsibilities of this position encompass all aspects of product management and development: client and sales support; quality assurance; product development; competitive product analysis; product marketing support.

Administrative Assistant (IDGC/P)
Monadnock Custom Publishing seeks a mature and self-motivated individual to provide the Publisher and General Manager with office support. Duties will include assisting with accounting and budgeting projects, secretarial duties for the department, assisting in the production and editorial cycle of the publications and any other special projects as assigned. This person should have strong office skills, the ability to work independently and willingness to take initiative when necessary.

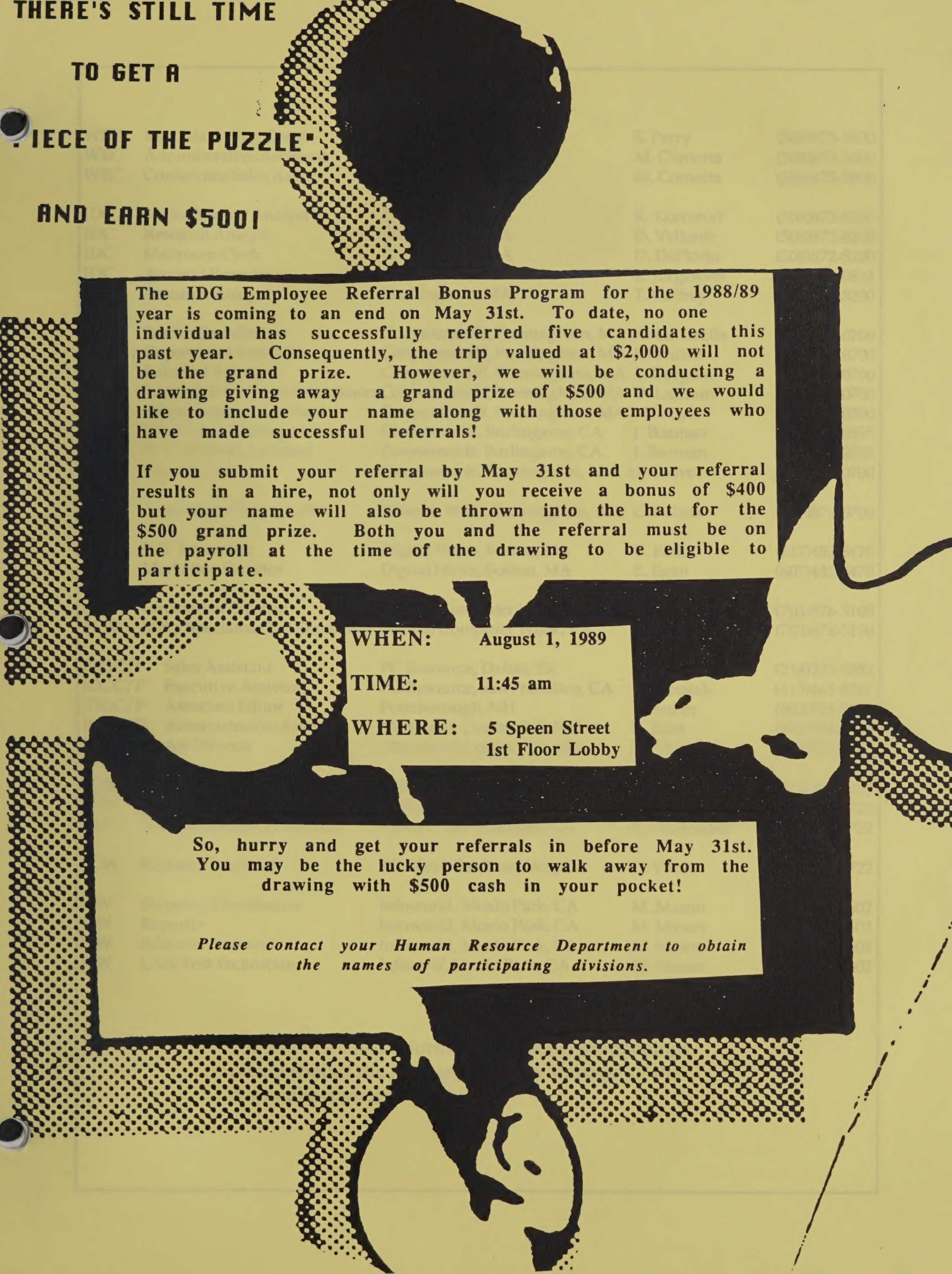
Art Director (IDGC/P)
Monadnock Custom Publishing is currenty seeking an Art Director to be responsibe for the creative development of the publications. Responsibilities will include following the design concept established by outside consultants, oversee the production of the publications from start to finish as well as managing the department budget. Two years magazine experience is preferable; familiarity with Macintosh necessary but we're willing to train on Mac desktop publishing.

Job Opportunities

Revised: May 11, 1989

Division	Title	Publication / Location	Contact Manager	Phone #
IDG	Senior Tax Accountant	Framingham, MA	S. Perry	(508)875-5000
IDG	Executive Asst to Chairman Business Development	Framingham, MA	S. Perry	(508)875-5000
IDG	Executive Assistant	Framingham, MA	S. Perry	(508)875-5000
IDGCI	Office Manager/Admin Assist	Irvine, CA	G. Forster	(508)875-5000
IDGCI	PC Market Analyst	Framingham, MA	P. Fitzpatrick	(508)879-0700
IDGCI	Administrative Assistant	Framingham, MA	D. Goldstein	(508)879-0700

THERE'S STILL TIME TO GET A "PIECE OF THE PUZZLE" AND EARN $500!



The IDG Employee Referral Bonus Program for the 1988/89 year is coming to an end on May 31st. To date, no one individual has successfully referred five candidates this past year. Consequently, the trip valued at $2,000 will not be the grand prize. However, we will be conducting a drawing giving away a grand prize of $500 and we would like to include your name along with those employees who have made successful referrals!

If you submit your referral by May 31st and your referral results in a hire, not only will you receive a bonus of $400 but your name will also be thrown into the hat for the $500 grand prize. Both you and the referral must be on the payroll at the time of the drawing to be eligible to participate.

WHEN: August 1, 1989

TIME: 11:45 am

WHERE: 5 Speen Street
1st Floor Lobby

So, hurry and get your referrals in before May 31st. You may be the lucky person to walk away from the drawing with $500 cash in your pocket!

Please contact your Human Resource Department to obtain the names of participating divisions.

WEC	Mgr, Marketing Comm	Framingham, MA	S. Perry	(508)875-5000
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)875-5000
WEC	Conference Sales Assist	Framingham, MA	M. Cornetta	(508)875-5000
IDC	Senior Market Analyst	Framingham, MA	K. Korostoff	(508)872-8200
IDC	Research Analyst	Framingham, MA	D. Vellante	(508)872-8200
IDC	Mailroom Clerk	Framingham, MA	D. DeFlorio	(508)872-8200
IDC	Account Executive	Washington, DC	R. Jorgensen	(703)893-0833
IDC	Research Analyst	Framingham, MA	T. Caffrey	(508)872-8200
CWPI	Traffic Coordinator	*Computerworld*, Framingham, MA	A. Coronella	(508)879-0700
CWPI	Department Assistant	*Computerworld*, Framingham, MA	J. Pennett	(508)879-0700
CWPI	Editorial Assistant	*Computerworld*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Summer Inter/Rsch Interviewer	*Computerworld*, Framingham, MA	D. Ludlum	(508)879-0700
CWCI	Administrative Assistant	*Computerworld*, Framingham, MA	M. Doyle	(508)879-0700
CWCI	West Coast Correspondenr	*Computerworld*, Burlingame, CA	J. Bozman	(415)347-0555
CWCI	P/T Editorial Assistant	*Computerworld*, Burlingame, CA	J. Bozman	(415)347-0555
CWCI	Copy Editor	*Computerworld*, Framingham, MA	M. Grover	(508)879-0700
NWW	Production/Typographer	*Network World*, Framingham, MA	C. Polack	(508)879-0700
DNP	P/T Typesetter	Digital News, Boston, MA	V. Blake	(617)482-8470
DNP	Marketing Director	Digital News, Boston, MA	E. Egan	(607)482-8470
FCW	Circulation Director	Federal Computer Week, VA	A. LaHue	(703)876-5100
FCW	Mrkg Specialist/Trd Show Mgr	Federal Computer Week, VA	C. May	(703)876-5100
IDGC/P	Sales Assistant	PC Resource, Dallas, TX	B. Sawdon	(214)233-0882
IDGC/P	Executive Assistant	PC Resource, San Francisco, CA	W. Forsiak	(415)461-8367
IDGC/P	Associate Editor	Peterborough, NH	B. Sadler	(603)924-9471
IDGC/P	Administrative Assistant	*Monadnock Custom Pub*, NH	L. Eder	(603)924-7340
IDGC/P	Art Director	*Monadnock Custom Pub*, NH	L. Eder	(603)924-7340
PUB	Marketing Director	*Publish!*, San Francisco, CA	E. Adkins	(415)546-7722
PUB	Account Manager	*Publish!*, San Francisco, CA	L. Backus	(415)546-7722
PUB	Sub Promotion Coordinator	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PCW	Editorial Assistant	*PC World*, San Francisco, CA	G. Vanlue	(415)546-7722
IFW	Shipping Coordinator	Infoworld, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Reporter	Infoworld, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Editorial Assistant	Infoworld, Menlo Park, CA	M. Mason	(415)328-4602
IFW	LAN Test Technician	*Infoworld*, Menlo Park, CA	M. Mason	(415)328-4602

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette/ Debbie Thistle (508) 872-8200
CW	Barry Coughlin (508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook 415) 546-7722
InfoWorld (415) 328-4602	Marcia Mason

**IDC, IDG, IDG/C, WEC and ITI
NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for **IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

June 13
July 11
August 8
September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x834, to schedule for the June 13th session.

****IDC new employees should contact Debbie Thistle at IDC Human Resources, x416, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.**

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

PEOPLE...

Continued from page 6

marketing experience, where I used data products like ITIs, puts me in a unique position to understand our customers' business requirements and package our products accordingly."

Keating lives in Charlestown with his wife, Jane, and his daughter, Katelyn.

Jim Brown, one of three promotions at *Network World*, has been appointed to the position of senior editor, Data Communications. Brown will be responsible for guiding the Data Communications section and generating breaking news.

In his three years as new products editor, Brown has become knowledgeable in a wide range of technologies. He now has the opportunity to bring that broad perspective to reporting on a single field, helping readers make sense of the rapid changes in data communications.

Paul Desmond has been promoted to senior writer for his exceptional work in the coverage of data communications. Since joining *Network World* last summer, Desmond has consistently produced thorough, high quality stories.

Continued on page 8

MACWORLD CLEANS UP AT THE MAGGIES

On Tuesday, April 25, **Steven Levy** was awarded a First Place award by the Computer Press Association for his column "Viruses R Us." Levy is Macworld's noted columnist, author of the books Hackers and The Unicorn's Secret: Murder in the age of Aquarius. The award was *Macworld's* first in the category of signed editorials. Levy's editor was **Deborah Branscum**, department editor.

On Friday, April 28, at the Hilton Hotel in Los Angeles, *Macworld* won four of the Western Publications Association's Maggie Awards.

Co-winners in the Best How-to Article category were, contributing editor **Lon Poole** for his May Article entitled, "Installing Memory," and East Coast editor **Brita Meng** for her February article entitled, "New Life for an Old Mac." These articles were edited by senior editor **Adrian Mello** and executive editor **David Ushijima**, respectively, of the *Macworld* staff. *Macworld* won in this category against all magazines including titles such as, *Hippocrates*, *Sunset*, and *Car & Track*.

In the Best Color Editorial Photography/Consumer category, photographer **Jeffrey Newbury** won for his *Macworld* photograph entitiled "Reality Transformed." Art direction for the photograph was by **Joanne Hoffman**, associate art director. This is another category in which *Macworld* beat out all categories of magazines, winning against such competitiors as the *Los Angeles Times Sunday Magazine*, *L.A. Style*, and *Hippocrates*.

Macworld also won in the category of Computer Technology, Electronic Data Processing and Telecommunications, as the Best Computer Magazine. *Macworld* has won the Best of Category in 1985, 1986, and 1988 (PC World won the award in 1987).

"These awards are a welcome recognition of the effort we have made at *Macworld* over the last four years," says **Jerry Borrell**, editor-in-chief. "I hope it will be indicative of Macworld's potential for the future, and with the support of *Macworld* president **Jim Martin**, continues to improve."

ontinued on page 8

People...

The post of new products editor has been assigned to **Tom Smith**. He has been with *Network World* since September and has proved himself a dedicated, thorough copy editor. Smith has exhibited a willingness to take on new challenges and has performed his duties exceptionally well.

Please join IDG in congratulating the newly appointed and wishing them continued success.

IDG WORLD UPDATE

EDITOR/DESIGNER
DEBORAH BUTLER

HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

DISTRIBUTION MANAGER
PAT COVIELLO

CONTRIBUTING EDITORS
MARY DOLAHER
ANN BAKER
DONALD YOUNG
CAROL FAMOSI
SHELLY BAKST

IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

SPOTLIGHT...

cult market trends.

New to *Computerworld Australia* is **Rosanna Love**, who runs the publication's Teleshopper/Classified section. She has a background in computer marketing and hails from Los Angeles.

Narelle Coleman serves as both secretary and administrator. She has been with IDG for two years, and has proven to be a trusted, dedicated, and important member of the recruitment team.

Despite being a new recruit, **Katharina Bauer** has fit in well with the team of *Computerworld Australia*. Bauer works at coordinating the publication's advertising and telemarketing activities, and she is especially talented in art and design.

MELBOURNE OFFICE (L TO R) LISA BATTAGLIA, DAVID HUTCHINS, SHERYL CROWE, TERRY SWAN, TANIA EVANS, AND TOULA MANTIS

Maggies...

Finally the American Institute of Graphic Arts recognized Macworld contributing artists **Max Seabaugh**, for his work entitled, "Macintosh Data Exchange" in the December 1986 issue; **John Hersey**, for his works entitled, "Inside Outliners" in the December 1987 issue and "Fit to Print" in the April 1988 issue. Art direction for photography was again won by Joanne Hoffman, *Macworld's* associate art director.

IDG
WORLD
UPDATE
Volume 19, Number 20
June 5, 1989

MACWORLD Expo To Debut in the U.K.

Scheduled to premiere in London is one of the United States' most exciting and successful computer exhibitions, MACWORLD Expo. The Expo is booked for January 23 through January 25, 1990 at the London Business Design Center in Islington with the support of Apple Computer (UK) Ltd.

MACWORLD Expo will debut in the U.K. with a five-year pedigree of a proven U.S. success. The first MACWORLD Expo in the U.S. was announced by CW Communications the day the first Macintosh computer was shipped in 1984. The two companies have worked hand in hand ever since to produce highly valued exhibitions in San Francisco, Boston and most recently in Washington, D.C., which last year attracted over 70,000 attendees and 2,200 exhibitors combined.

The secret of MACWORLD Expo's success lies in the exhibition's complimentary approach to the marketing of Macintosh, aimed at demonstrating how the technology can be applied to supercharge users' existing professional skills rather than concentrating on the esoterics of computer software and hardware.

Exhibitors will be invited from across Europe and the U.S., as well as the U.K. **Simon Kelley** stated that "the show will have U.S. emphasis and be positioned as an extension of the U.S. shows."

An impressive seminar program will present speakers representing a broad range of professions and industries from medicine and law to finance and engineering, to explain how technology can be applied to business by newcomers, as well as by experienced users.

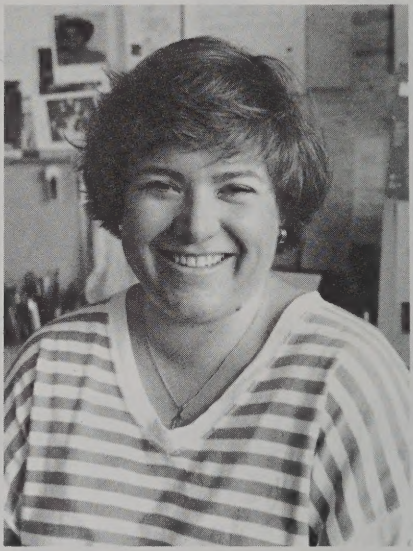
Apple Computer has enjoyed a successful relationship with IDG in the U.S. "The timing of this MACWORLD Expo will make it the best showcase for the Macintosh community in the U.K.," remarked **John Leftwich**, director of marketing and education for Apple Computer (UK) Ltd.

CW Communications will be supporting the

Continued on page 4

SPOTLIGHT: INFOWORLD PRODUCTION DEPARTMENT

DEBORAH SIBONY



JANET PARKS

RACHEL WASSER

DEBORAH GUILFOYLE

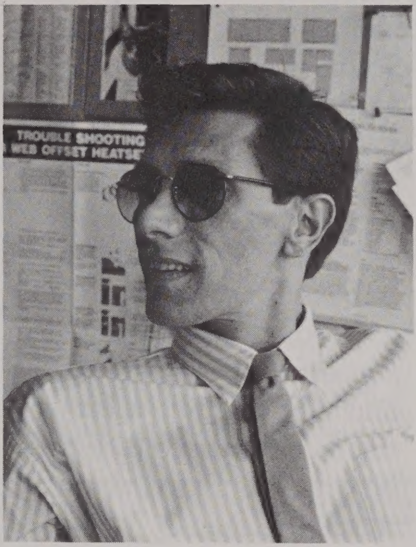
MARI ELIZA

Continued on page 3

SPOTLIGHT...

Formerly a department solely responsible for paste-up of weekly issues, the *InfoWorld's* Production Department has dramatically expanded into a fully developed profit center within *InfoWorld.*

Utilizing his expertise and experience in ad agencies as a print production consultant, production director **Dennis O'Donnell** reorganized the department with an ad agency approach. The Production Department now creates ads for advertisers from roughs to completion. Brokering its services, the department also has the ability to print ad inserts and other ad-related material for insertion in other publications. Additionally, *InfoWorld's* Production Department administers a highly profitable reprints program. The department does most prep and print buying for in-house departments, such as circulation and marketing, including business cards and stationery. By expanding its role in advertiser support and through brokering its services, the Production Department at *InfoWorld* is positioned to experience a very successful 1989.



DENNIS O'DONNELL

O'Donnell is a native of Acushnet, MA, and is a product of an extinct bilingual French Canadian parochial grade and high school system. He attended the University of Massachusetts at Amherst and the University of Grenoble, France, and has collected degrees in Journalism, Media Studies, and French. O'Donnell arrived at *InfoWorld* after 15 years in New York City, where he worked as either an art director or a production manager for record companies, ad agencies, and public relations firms. He will be completing his MFA in Photography/Illustrations in 1990. In his spare time, he is a dedicated Lego builder and writer of chain letters.

ELLEN MARKOFF

Ellen Markoff, assistant production manager, acts as a print buyer for *InfoWorld.* She works closely with the Marketing and Circulation Departments. A seven-year veteran at *InfoWorld,* Markoff joined the company as a typesetter. Before coming to *InfoWorld,* she spent a great deal of time traveling. She has lived in such faraway places as Israel, Hawaii and, she stated, "most exotic of all, Eugene, Oregon!" In her leisure, she likes to eat, draw, dance, and dream of new places that she may some day visit.

Production art director **Deborah Sibony** joined *InfoWorld* in 1987. She was

Continued on page 4

SPOTLIGHT...

born in Pisa, Italy and arrived in the United States at age 18, where she attended school in Washington D.C. Following graduation, she worked as an art director for a lobbying group, and she moved to Palo Alto in 1986. Sibony's love of languages (she speaks fluent Italian and French) is a great asset when it comes to pursuing one of her favorite hobbies, traveling. She now resides in San Francisco where she claims to engage in the fine arts of dining, drinking, and dancing.

Deborah Guilfoyle joined the *InfoWorld* team as a paste-up artist in 1986. After a brief hiatus she rejoined the *InfoWorld* Production Department in 1987, and has since been serving as advertising production supervisor. Born and raised in San Francisco, Guilfoyle attended City College of San Francisco and Humboldt State University. In her spare time, she enjoys fast cars and collects cats.

Mari Eliza works on most in-house collateral projects with the Marketing, Circulation, Systems, and Advertising Departments as the typographer designer. Eliza received a degree in Graphic Design from the San Francisco Art Academy. Her student years were devoted to various theater and film projects, as well as a four-month trip to South America. After graduating, Eliza spent a year with an advertising agency before starting her own design studio. She worked in various trade publications in the capacity of production artist, designer, camera operator, and typographer, around the San Francisco Bay Area, before coming to *InfoWorld* in 1988.

Production reprint supervisor **Janet Parks** has been with *InfoWorld* a little over a year. Born in Palo Alto and raised in the Bay Area, Parks received her Bachelor's degree in Art History from Mills College in Oakland, California. She also studied graphics at the University of California at Santa Cruz. When not at work, Parks enjoys "skiing and thinking about skiing!"

Rachel Wasser, editorial production supervisor, joined *InfoWorld* in 1982 as studio manager. Born in Iowa City, Iowa, and raised in Saratoga Springs, New York, Wasser now resides in Palo Alto, California. She is a respected art photographer and, in her spare time, can be found among the Walgreens midnight shoppers. □

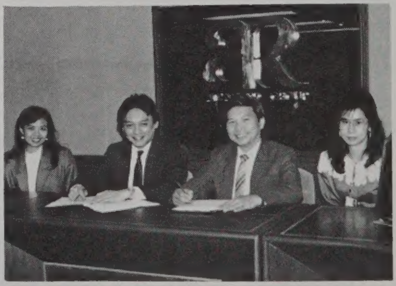
MACWORLD Expo...

Continued from page 1

exhibition with extensive promotional activity in the U.K., Europe, and the U.S. **Martin Durham**, CW Communications (UK) managing director, said, "*Macworld* magazine and MACWORLD Expo will offer users and marketeers the best package in the U.K. The combination will be unbeatable."

CONTRACT SIGNING CEREMONY

A.R. Business Co., Ltd.has been appointed by International Data Corporation (Asia) Ltd. to be their sole agent in Thailand. A.R. Business Co., Ltd. will be responsible for conducting research and custom consulting in the Thai market on behalf of IDC.



(L to R) Susan Thianpacheekul, Dr. Kanchit Malaivong, Vincent Cheng, and Sophia Sitipornphun

People

IDC Financial Services Corporation Announces Expansion

Two additional account executives and an LPS International product manager have been appointed in the U.S. and Internationally.

Newly appointed account executive **Thomas Aloi** will be responsible for the Eastern Region in conjunction with **Craig Middleton**, account representative. Aloi will apply his 15 years of direct sales experience for all new business in the user marketplace.

Most recently, Aloi was employed by CIS Corporation and was responsible for new lease origination and remarketing of portfolio equipment. In all three years with CIS, Aloi's achievements were over target, generating in excess of $4 million in margins.

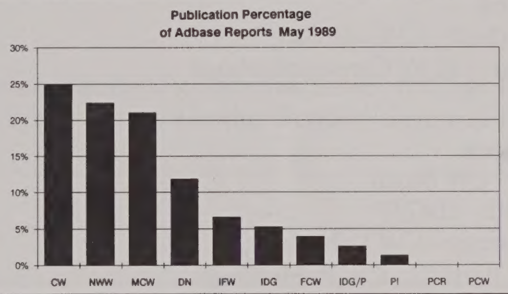
Brian Callegari, newly appointed account representative for the Midwestern Region, also comes from CIS Corporation where he was regional sales manager for the past two years. He directly marketed to MIS executives and achieved an average of

Continued on page 8

ADBASE POPULARITY ON THE RISE

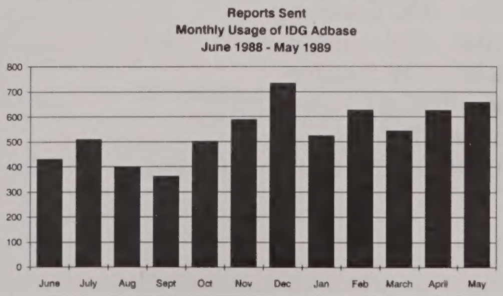
The IDG Adbase is continuing to grow in popularity! The phones at the Adbase have been ringing off the hook lately. The average number of reports requested each month is over 600, which is up considerably from six months ago.

The results from the month of May show that IDG employees from a wide variety of publications are using the data. *Computerworld* continues to lead all IDG publications in terms of usage, but *Network World* and *Macworld* are coming on strong.



The IDG Adbase can provide information to all IDG employees. Data is available on advertising expenditures of virtually every technology company in the U.S., along with breakdowns of spending by specific brands. Advertising from over fifty publications, including most of IDG's, is included in the Adbase. The data comes from Adscope, Inc., and is for internal use only. There is no direct charge for using the data.

For further information regarding the Adbase, contact Allison Stamm at IDG Research Services, *Computerworld* (508-879-0700) extension 557 or 531.



ANNIVERSARIES

Nine Years
Marilena Goncalves Maia - CW Brazil
Sumiko Ozawa - IDC Japan

Eight Years
Sylvie Veron - CW France
Beverly Raus - CW Publishing

Seven Years
Deborah Waters-Colacchio- IDG

Six Years
Martin Durham - CW London
Peggy Nauts - PCW Communications

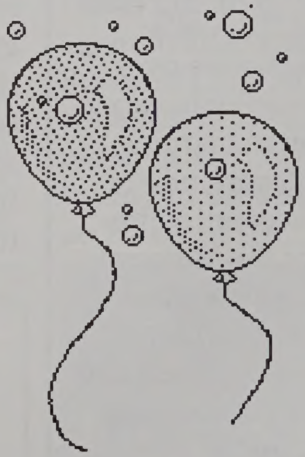
Five Years
Yara Nino - CW Brazil
Steven Smith - IDG/P
Douglas Barney - CW Publishing
E. Mitchell Betts III - CW Publishing

Four Years
Cecilia Amuchastegui - CW Argentina
Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

Three Years
Analia Guimil - CW Argentina
Sophie Bensimon - CW Denmark
Norbert Rimoux - CW France
Petros Pavlides - CW Switzerland
Dagmar Batschat - IDG Germany
Patrick Kittler - IDG Germany
David Harmer - CW London
Stefan Karlebo - CW Sweden
Leslie Barner - IDG CI
Lordita Canlas - IDG CI
Katherine Ulrich - PCW Communications

Two Years
Gillian Sidebottom - CWCI Australia
May Sen - IDC Asia
Michael Nerke - IDG Germany
Susanne Kratoschka - IDG Germany
Frances Ryner - InfoWorld
Brita Meng - PCW Communications
Carol Person - PCW Communications
Kathy Isaacs - PCW Communications
Linda Manes - PCW Communications
Manuel David Armario - PCW Communications
Michelle M Hornett - PCW Communications
Norman Noble - PCW Communications
Gary Anthes - FCW

One Year
Ralf Veenstra - IDG Germany
Susan Petrie - IDG CI
Rebeca Williamson - IDC
Paul Mastrodomenico - IDG
Paul King - PCW Communications



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Have you recently...

______ won an award?
______ made a speech?
______ completed a course?
______ been appointed or promoted to a new position?
______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

____
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____
____

NAME ______________	DEPARTMENT ______________
COMPANY ______________	PHONE/EXT. ______________

ENGAGEMENT/MARRIAGES:	BIRTHS:
NAME ______________	NAME ______________
DEPT./TITLE ______________	DEPT./TITLE ______________
SPOUSE'S NAME ______________	SPOUSE'S NAME ______________
DATE ______________	BABY'S NAME ______________
PLACE OF MARRIAGE ______________	DATE OF BIRTH ______________
HONEYMOON? ______________	WEIGHT, LENGTH OF BABY ______________

Nuts & Bolts

Wells, Maine Rental

For rent: Ocean view cottage. Sleeps 4, kitchen, color TV, pool and deck. $360/week or $290/5 days. Off season and weekend rates available. If interested, please call Miriam at (508) 935-4686, evenings at (508) 831-0263.

Berkshires

For rent: Foxhollow, Lenox, MA. 2 bedrooms, 2 baths, sleeps 6-8, fully furnished, tennis, pool, museums (Norman Rockwell, Clark Institute, etc.), Jacob's Pillow Dance Theater, and horseback riding. One week June 23 to June 30. Also available Columbus Day week. If interested, please contact Harriet at (508) 872-8200.

People...

Continued from page 5

150% over plan. Callegari will be responsible for all new user business in the midwest territory.

The experience that Aloi and Callegari bring to Financial Services will be conducive in working with end users who are struggling through their acquisition process. Both will report to **Terri LeBlanc**, director of Sales and Marketing and will be located in the New York office.

In the U.K., **Christopher Peacock** was welcomed aboard as product manager for the Leasing Planning Services International. Peacock has an extensive background in IBM/PC mainframe software support, engineering and hardware marketing.

He will be writing and speaking on a variety of high-technology issues while managing the LPS product activities in the U.K. Peacock will report directly to **John DeSouza**, director of LPS International, and be located in the London office.

THANKS!

The IDG Update would like to thank

Tim Caffrey
Dennis O'Donnell
and
Ellen Markoff

for their contributions to this issue.

IDG WORLD UPDATE

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IDG
WORLD
UPDATE
Volume 19, Number 21
June 12, 1989

IDC's 24th Annual Briefing Session

INFORMATION INDUSTRY
G SESSION

Henry Kissinger addresses attendees at the 24th Annual Briefing Session.

Tom Swithenbank, Lillian Shapiro, and Henry Kissenger discuss the Information Industry

Dr. Henry Kissinger, special guest speaker at IDC's 24th Annual Briefing Session, voiced concern that the development of a single market in Europe in 1992 could present the U.S. with serious trade problems, as he feels a united Europe will represent a very powerful trading force.

At the annual briefing session, IDC UK launched its computer person of the year award for the information industry. Contenders for the award were expected to fulfill several criteria, such as showing an innovative approach, contributing to the industry, and seen to be successful by the industry.

John Ockenden of Data Logic was presented with the award for his outstanding achievements in the industry. This was evidenced by his being twice appointed president of the Computing Services Association.

In his speech "Mergers & Acquisitions Are They Necessary For 1992?" Ockenden warned that companies that fail to get involved in mergers and acquisitions across Europe ahead of the single market in 1992 are in danger of becoming "Little Englanders." He went on to say, "Anyone hop-

Continued on page 2

BRIEFING SESSION...

Continued from page 1

ing to set up a continental operation without acquisitions was simply too late. The choice now was either to merge and acquire to be truly international, or to remain a company specializing in a single need. Those in the middle would get left behind, or become acquisitions themselves."

Tom Swithenbank, president of IDC addressed the changing computer market, stating, "The personal computer market is witnessing its first major fundamental restructuring. Within a years time, the industry will look and act very differently."

Looking forward to what some of the changes could mean, Robert Tasker, vice president of IDC stated, "A new generation of integrated application tools will offer total portability across heterogenous hardware platforms, leading MIS management to an inevitible displacement of staff with software packages in the early 1990's."

□

NETWORK MANAGEMENT SOLUTIONS '89

Conference Management Group will produce an event where leading communications companies demonstrate their latest technological developments in voice and data networks at Network Management Solutions '89 on June 20-22 at the Swiss Grand Hotel in Chicago. The three-day event will address management solutions to increase productivity and efficiency through better monitoring and maintenance of multivendor networks.

Delivering the keynote address will be Mark Teflian, vice president for technical planning and system engineering at Covia, a partnership of United Airlines, US Air, British Airways, KLM Royal Dutch Airways, Swissair, and Alitalia. He will answer the question "Are There Network Management Solutions?" and will discuss the tactical and strategic approaches which are imperative in managing an extensive network.

According to research recently conducted by Communications Solutions, Inc., network mangement is an imminent problem for nearly 80% of large user organizations. They added that half of these organizations plan to install centralized systems within the next 12 months.

"This makes Network Management Solutions a 'must attend' event for voice and data users," explained **Bill Leitch**, president of IDG Conference Management Group. "The tutorials and sessions are designed to help users gain more control and improved management of voice and data networks, and provide them with information to help them respond to the rapidly changing network environment," he added.

In addition, users will have the opportunity to gain firsthand knowledge from technical specialists in peer-to-peer discussion sessions and hands-on demonstrations and presentations from such leading companies as AT&T, Cincom System, Inc., Clear Communications Corp., Data Switch Corp., DCA, Digital Equipment Corp., Hewlett-Packard, IBM, Infotron, MCI, Northern Telecom, Inc., StrataCom, Inc., Tellabs Inc., Timeplex, Inc., and US WEST Network Systems, Inc. □

JAPAN'S COMPUTER INDUSTRY EXPANDS OVERSEAS

The total value of shipments of the Japanese computer industry is projected to grow 14.2% through the end of 1992. Software and services are expected to exceed hardware growth by a margin of 17.4% to 10.5%. The market segments with faster than average growth are: PCs at 15.2%, fueled by the advent of powerful 32-bit machines; systems integration, 32%, expanding due to the growing number of companies using computers for corporate decision support and networking environments; and packaged software, 30%, which will grow in response to applications development backlogs and larger libraries of packages for standard operating systems.

A report published by International Data Corporation (IDC) also indicates that the appreciation of the yen, together with a desire to minimize friction with trade partners, has fueled a tremendous expansion of Japanese firms overseas.

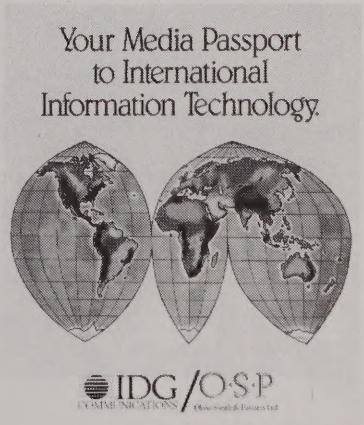
"In recent years, the Japanese economy has undergone a major transition from a manufacturing base to a service base," reports **Yuji Ogino**, managing director of IDC Japan. "At the same time, Japan's traditional strength as an exporter is being challenged by a rise in the value of the yen. The Japanese computer industry is not immune to these larger forces."

The move towards greater independence in service industries will benefit the computer industry, predicts IDC. This will be due to the increase in the domestic market for information processing products and services.

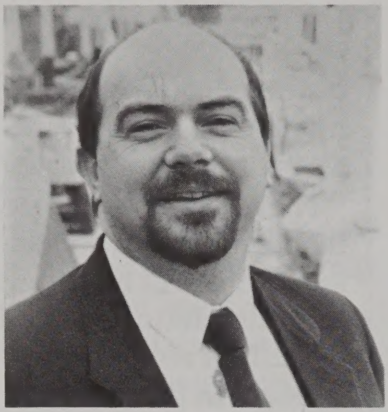
Key Japanese vendors are rapidly expanding their overseas operations. IBM Japan has opened an office in the U.S. to service the U.S. branches of Japanese customers. In addition, Hitachi and EDS have established a partnership to open OEM mainframe as well as own-brand computer markets. ☐

NEW REPRESENTATIVES FOR IDG COMMUNICATIONS UK

Oliver Smith & Partners Ltd. (OSP) has been appointed as the new representative for IDG Communications in the UK. They are an independent media representative specializing in the information technology market. OSP is the only source in the UK providing instant access to over 100 computer related publications worldwide. They will work in partnership with IDG Communications, offering professional marketing solutions on how to promote IDG products and services to clients and ad agencies. ☐



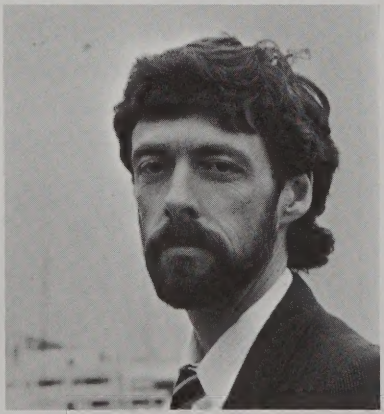
SPOTLIGHT: IDG NEW ZEALAND



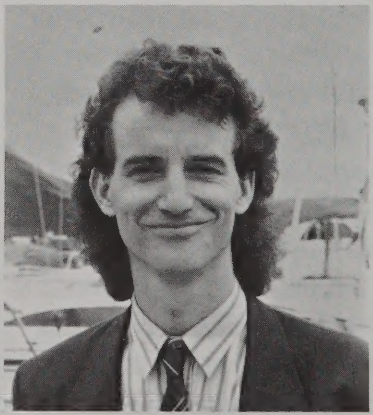
MARTIN TAYLOR

JULIE DOWNES

IDG NEW ZEALAND IN THE "CITY OF SAILS" (L TO R) MARTIN TAYLOR, JULIE DOWNES, GRAEME MARTIN, LYNNE PRICE, DON HILL, CHRIS BARTON, TONY HENDERSON, MICHAEL OUGHTON, PHILIPPA GRATTAN, BRUCE BUCKMAN, LEANNE RADOJKOVICH, VIBEKE WHITEHEAD, JULIE GILBERT, CHRISTINE WILLIS, AND CAROL MARTIN.



GRAEME MARTIN



CHRIS BARTON

SPOTLIGHT...

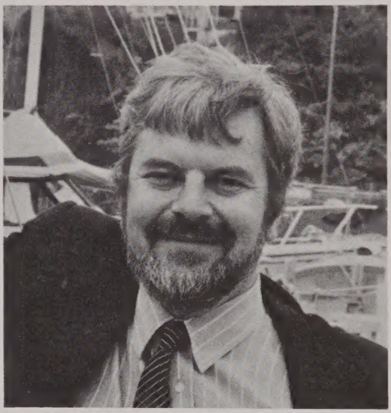
CAROL MARTIN

Nearly three years ago, *Computerworld New Zealand* erupted upon the computer scene. At that time, there were three established computer magazines and special weekly sections on computing in several of the major daily papers in the country. Despite the fact that the competitors were established and *Computerworld* was new on the block, it wasn't long before competitors were wilting in the face of the IDG onset.

Today, *Computerworld* is capturing 46% of the country's total Information Systems display advertising, holding the second largest share among its five main competitors at 16%. The recruitment advertising department has traditionally been dominated by a particular newspaper. However, *Computerworld* recently scored 43%, and is still continuing to grow.

IDG's New Zealand staff is determined to never become complacent, and to continue in their objective for improvement. Their success has been built upon a careful analysis of market needs and a professional approach to news gathering. As managing director **Martin Taylor** noted, the oppositions' publications are confused about who their audience is, and their editorial independence is often compromised by promotional content. While these imperfections give *Computerworld* an advantage, there is no question that IDG could have never forced its way to the top of the New Zealand industry without the sheer professionalism and expertise of its small staff.

KEITH NEWMAN



DON HILL

Today, IDG New Zealand is producing three publications aimed at expanding its share of advertising in the $US1.2 billion computer industry. *Computerworld New Zealand* remains the flagship, but taking an increasingly prominent role is *PC World* and the newly- launched *Network World*.

On the editorial side, IDG New Zealand's publications are headed by managing editor **Don Hill**, who has been with the company since its birth in September 1986. A recent appointee, **Chris Barton** is editor of *PC World* and *Network World*. Barton was editor of the country's leading monthly computer magazine until he decided to cross the channel to IDG earlier this year.

For Taylor, who started

Continued on page 6

SPOTLIGHT...

Continued from page 5

as a member of the editorial team shortly after *Computerworld's* inception, IDG New Zealand's growth is cause for considerable pride. Although he remains alert for new opportunities, Taylor says, "New Zealand has been going through a period of massive change on the computing front. We have gone from being one of the world's most regulated economies to one of the least regulated. New Zealand has a population of three million (not to mention 60 million sheep) and this has meant that they have been a model for the world's vendors. Our computing environment is a mix of European and American systems, quite unlike anything you could expect to find anywhere else in the world. When we arrived on the scene, the market was thirsting for a publication that could provide a comprehensive, unbiased view of events in the world of computing. Major decisions made by companies overseas have just as much influence here as they do in their own countries. IDG's new service provides a window on the world that no other organization could even hope to offer."

Hill echoed these sentiments. "Our world-wide network is invaluable," he says, "but let's not discount the strength of our reporting. *Computerworld* has been very lucky. When we started we were lucky enough to get industry guru Steven Bell as our Wellington reporter. In Auckland, both Martin Taylor and Nobilangelo Ceramalus established their wide knowledge of the industry. Our greatest strength lies in the ability to deliver industry news with an honesty and integrity that our competitors have been unable to match. When *Computerworld* first arrived on the scene, the industry was shocked by some of the news-breaking features. Never before had it been probed and analyzed in such depth. Those at *Computerworld* and in the industry believe that their influence has created a better environment for users and vendors alike. The latest addition to the editorial team, **Keith Newman**, has materialized many major news breaks."

Barton sees huge growth opportunities for his products, "especially in the deregulated telecoms environment."

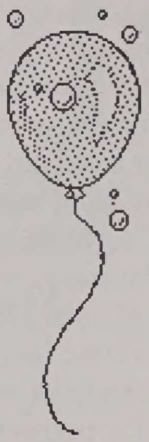
"These new publications have quickly found their target markets and feedback is extremely encouraging," he says.

Computerworld achieved a first in New Zealand when it decided to publish with PageMaker on Macintoshes. Other publications were using similar equipment, but at that time few took the technology seriously enough to accept that they could handle the job. For Hill, the move to desktop publishing equipment meant that deadlines could be stretched and production problems could be controlled. Today, the company has nine Macintoshes and a laserwriter. The editing staff works under chief subeditor **Lynne Price**, who has had to cope with a fast-expanding set of publications, each with its own distinct identity. Much of the art is created on computer by subeditor **Bruce Buckman**, who has become an expert in Macintosh graphics programs. Other subeditors are **Julie Gilbert** and newcomer **Paul Deoesburg**. Charts and graphs are created by editorial assistant **Christine**

Continued on page 8

ANNIVERSARIES

Nine Years
Matthew Smith - CW Publishing



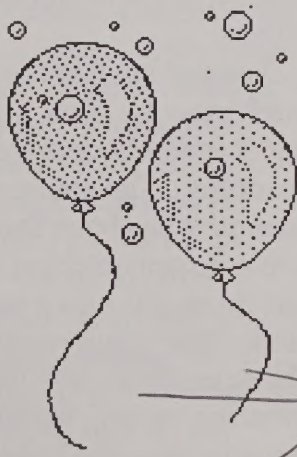
Eight Years
Patricia Keefe - CW Publishing

Six Years
Derek Hulitzsky - CW Publishing
Susan Ford - PCW Communications

Five Years
Donald Best - IDC
Doug Gold - IDC

Four Years
Joan-Carol Brigham - IDC
Linda Holbrook - IDC
Edward Foster - InfoWorld

Three Years
Mary Grover - CW Publishing
Agu Gustel - CW Sweden
Jonathan Akiba Epstein - Digital News
Deborah Thistle - IDG
John Robison - IDG
Susan Marie Egan - Network World



Two Years
George Glenn - IDG CI
Deborah Schmitt - IDG/P
Pamela Rock - InfoWorld
Natalie Wood - PCW Communications
Frank Hahn - IDG Germany
Terry Swan - CWCI Australia
Judy Dandison - World Expo

One Year
Robert W Deller - IDC
E. Patricia Walker - CW Publishing
Nancy Kelly - Digital News
Kimberly Taylor - FCW
Ronald Lamphere - IDG
Debra Brown - IDG CI
Anita Taff - Network World
Diane Richwine - PCW Communications
Charlotte Bergson - CW Sweden

ORUM WINS FIRST IDG FELLOWSHIP

Macworld's director of business development, **Dan Orum,** has been announced as winning the first IDG Fellowship in the area of paid circulation.

As an IDG Fellow, Orum will have the assignment of working with all worldwide operations over the next 12 months to further promote and develop techniques and standards that will enhance and coordinate efforts for greater acceptance of paid circulation.

During that time, Orum will continue his full-time duties at *Macworld* in San Francisco and visit many of the IDG operations in an effort to produce concrete results and to pinpoint specific areas of concern and excellence that can be transmitted to all of the other operating groups via white papers, conferences, seminars, memos, and intra-company meetings.

At present, Orum is busy making contacts in order to get the program rolling. All of the operating units are being requested to extend their full cooperation to make this a successful transission. ☐

THANKS!

THE IDG UPDATE
WOULD LIKE TO
THANK

MARTIN TAYLOR

FOR CONTRIBUTING
TO THIS ISSUE.

IDG
WORLD
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SPOTLIGHT...

Continued from page 6

Willis, and paste-up is handled by **Leanne Radojkovich**.

Heading the advertising side is sales manager **Julie Downes,** who has been with the company for two years. Her assistants are advertising sales executive **Michael Oughton,** who joined in January, and sales coordinator **Toni Henderson,** who joined last November. Oughton is responsible for marketing the Special Features section in *Computerworld* and for advertising in *PC World* and *Network World*. Henderson's responsibilities include customer service enquiries and bookings material coordination. Marketing assistant **Penny Moss** maintains advertising's computer database and supports promotion efforts.

Downes' job has not been made easy by New Zealand's severely depressed economy. The country's economy has been through a major restructuring which has thrown it into a recession. "It's tough out there," she says, "but we'll keep on growing as long as we continue to have the right product for the market. We have been able to expand where other publications are struggling to hold their own."

Classified advertising manager **Graeme Martin** sells a minimum of eight tabloid pages of computer recruitment each week, and has seen a 30%-plus growth in the market in the past 12 months. Martin's chief helper is **Philippa Grattan,** who typesets his pages.

"Each major region has its own peaks and troughs," stated Martin. "The trick is to increase the market share, and the only way to do that is through service. Sure, pricing is an issue, but the most important factor is to look after your clients. This way, they'll continue to come back."

Finance and administration is headed by administration manager **Meg Roberts,** ably assisted by **David Butler** and **Vibeke Whitehead**. **Lindsay Brunning** keeps *Computerworld's* Wellington office running smoothly, and Auckland receptionist **Rebecca Purdy** makes sure that customers' first impressions are first-rate impressions.

Computerworld's 10,000-plus circulation list is maintained by Carol Martin. A recent independent survey showed that readership had risen to 45,000 a week, up 6,000 in the past six months. ☐

IDG
WORLD
UPDATE
Volume 19, Number 22
June 19, 1989

UPDATE FROM BEIJING

Earlier this week, **Saiman Hui**, managing director of IDC China (located in Hong Kong) reported that all CCW employees are safe despite the political unrest in Beijing. The CCW office is running with minor interruptions. Since the first week of the struggle, public transportation has been the largest obstacle. However, employees have converted the company van into a transportation vehicle for employees to use for safe travel to and from work.

The *IDG World Update* will inform you of any changes as they occur.

INFOWORLD'S PRODUCT OF THE YEAR AWARDS COME TO A CLOSE

InfoWorld's series of Product of the Year Award dinners came to a close with a celebratory dinner for the Northwest area winners in Seattle, Washington. Attendees included product and business management from Microsoft, Traveling Software, Intel and Aldus.

The proud and honored winners dined at the Four Seasons Olympic Hotel in downtown Seattle, while **Jonathan Sacks**, editor-in-chief and **Eric Hippeau**, president/publisher presented the six awards.

Bill Gates, chairman of Microsoft, brought the evening to a grand finale by showing **Laurie Flynn**, news editor and **Michael Miller**, executive editor some good old-fashioned Seattle hospitality.

At the Chicago Product Forum, after viewing three statistics demos, people were reported to be overwhelmed by the statistics capital of the world.

The elegant Versailles room at the Ritz-Carlton Chicago was the site of the forum where the traveling team of editors saw 26 different products, including a few swift 33 MHZ machines.

At the Boston location, **Victoria Gonin**, New England regional manager, hosted a reception for her clients and agency contracts at the Hampshire House Restaurant, a traditional Boston meeting place.

Over 60 companies and ad agencies exchanged ideas with an assortment of *InfoWorld's* personnel, including recently hired

Continued on page 6

SPOTLIGHT: IDC WASHINGTON

The primary purpose of the IDC Washington Sales Department is to bring in the business! Marketing's primary purpose is to communicate the content and value of IDC Washington's products and services to the target audiences.

Strategically, IDC Washington has the critical mission to develop worldwide user advisory services for vertical markets. It is the key role of the Marketing Department to research these new markets and evaluate their potential.

IDC Washington's primary vertical market is the federal government. Over 300 clients from more than 100 federal agencies subscribe to the company's specialized technology assessment services, which are: Communications Technology Service (CTS), Software Technology Service (STS), Strategies for Microcomputers & Office Systems (SMOS), Technology Futures Service (TFS), and Procurement Information Management Service (PIMS).

MARKETING STAFF (L TO R) MARJI GRUBIC, ANGELA ANTENUCCI, AND MARY FRAN KIRCHNER

SALES STAFF (L TO R) KATHLEEN CHOPEK, RAYLENE JORGENSEN, DRU ANN MILLER, FAITH HARBOLD, (SEATED) HILLARY REILLY AND AMY HARMS

In addition to the technology services, IDC Washington offers the Federal Data Service (FEDS) to vendors seeking guidance in penetrating the federal marketplace. FEDS provides customized market research, competitive analysis, and specific program marketing opportunities.

Raylene Jorgensen, vice president of sales, joined IDC's Washington office in the autumn of 1980. At the division, she has overall responsibility for both government and commercial business growth. Her personal focus is to grow IDC Washington's client base in the federal market research community. Jorgensen holds a BA degree from Olivet College, and has completed graduate work at the American University toward two Master's degrees, one in administration.

Manager of govern-

Continued on page 3

SPOTLIGHT...

ment sales for IDC Washington is **Kathleen Chopek Bottone**. In this position, Bottone is responsible for maintaining the federal government renewal base and increasing new product sales by 35%. She currently has a staff of two sales-people to support her in this effort. Bottone has been with IDC since January of 1987, and has personally brought in $1.2 million in new business, in addition to managing a staff. She is responsible for new business in the Department of Energy, the Air Force, and the State Department.

Dru Ann Miller acts as the government account executive. In this capacity, she handles both military and civilian federal accounts, and is responsible for new business in Commerce, Treasury, Labor, Agriculture, the United States Senate, and NASA. Prior to joining IDC, she served as the program manager for the Federal Computer Conference, organizing and developing National Education Conference programs. Miller, originally from Framingham, MA, holds a B.A. in Polital Science from the University of Massachusetts at Amherst. She recently relocated to Washington, and is "enjoying the rich culture and scenic tourist spots."

Amy Harms recently joined IDC Washington as a government account executive and is responsible for the sales territories of the Department of Interior, Health and Human Services, Department of Transportation, and the Navy (including the Marines). New to the D.C. area, Harms was employed at Informix Software of Chicago, IL as the midwest retail account executive. She graduated from Creighton University with a B.A. in Political Science and support studies in journalism.

As director of product sales, **Hilary Reilly** is responsible for the sale of all IDC Washington products to commercial users dealing with the federal government, as well as selected federal agencies. Reilly joined IDC in June of 1988 as director of the Technology Futures and Executive Planning Services. Over the past ten months, she increased the TFS client base over 100%, developed the EPS program format, and sold it to our initial customers. Reilly brings over twenty years of innovative and effective implementation of information technology and staff management techniques in the MIS arena. Her personal goal is to apply her general business background and her experiences in research, to expand our customer base, and to guide users to the best possible use of products.

Faith Harbold serves as manager of sales administration at IDC Washington. In this position, Harbold handles clients' files and renewal letters, assists the staff with special correspondence and projects, and maintains the sales materials. A two-year veteran of IDC, Harbold was employed as office manager at Micro Telesis, a full service computer company.

The Marketing Department at IDC Washington is currently undertaking a market penetration study to assess its share of the federal market and, in this micro look at the current client base, uncover new business potential. The Executive Conferences are also a responsiblity of the Marketing Department. The conferences focus on

Continued on page 4

SPOTLIGHT...

Continued from page 3

current information technology issues, and are offered to IDC clients as a part of their subscription. The division holds two conference a year, in the spring and fall.

Media inquiries are funneled through the Marketing Department as a way to develop a relationship with the trade and press. Marketing also works closely with the research staff to generate press releases on significant technology events. The department also maintains all of IDC Washington's databases, which include its client and prospect files, as well as the press files.

Mary Fran Kirchner joined IDC Washington in January 1989 as director of marketing. As director, Kirchner is responsible for the development of strategic plans for the promotion of IDC Washington and its products, and to evaluate new vertical market opportunities. Kirchner came to IDC Washington from her own consulting firm, Special Assignments, where she produced film premieres for the American Film Institute. She also served as Maryland's State Director for Hands Across America. Previously, Kirchner acted as vice president of public relations for the Futures Industry Association. She worked on Capitol Hill handling legislation on consumer protection and finance, and worked with President Carter's Consumer Advisor, Esther Peterson. Kirchner interned at the Maryland Center for Public Broadcasting, completing her undergraduate degree at Hood College in Frederick, Maryland. She holds an MBA from the University of Maryland.

Marji Grubic, manager of marketing services, joined IDC Washington in February, 1983. During her career with IDC, Grubic established and developed a Marketing Department at IDC's Washington Division. In 1987 she relocated to IDC's headquarters in Framingham for one year, where she participated in a variety of marketing positions, as well as acting as liaison between the corporate office and the Washington office. As manager, Grubic has overall responsibility for the organization and execution of IDC Washington's conferences, seminars, and trade shows, as well as IDC's Executive Conferences. She also creates sales and marketing materials including brochures and fact sheets. In addition, she creates and administers direct mail programs and lead generation distribution. Grubic earned a BS degree from Virginia Polytechnic Institute & State University with a double major in Interior Architecture and Clothing Design and a minor in Business Administration. She resides in Herndon, Virginia with her husband, Steve, and six-month-old son, Tyler.

Marketing assistant for IDC Washington is **Angela Antenucci**. She has been with the company since October 1988, and assists in the coordination of conferences and briefing sessions, handles all conference registrations, and helps manage speaker requirements and client requests. In addition, Antenucci maintains prospect, press, and client databases, and assists with the execution of marketing promotions and the production of all marketing materials. Most recently, she administered attendance and revenues for IDC's Executive Conference in Miami, and is currently analyzing the evaluations to submit final reports.

□

People

Roger Murphy, president of IDGC/Peterborough, recently announced the promotion of **Dennis Christensen** to vice president of manufacturing/operations. For the past four years he has held the position of corporate production director.

Christensen's new responsibilities include the management of all manufacturing activities: typesetting, desktop publishing, in-house fulfillment, audits, statistics, and corporate circulation print buying.

"Obviously manufacturing is a key area in any publishing company. Dennis' 23 years of experience in printing and publishing has been a tremendous asset to the division. I look forward to his involvement in the development of corporate strategies," commented Murphy.

Christensen was recently named to the Publisher's Production Forum, a group of production and manufacturing executives in business and professional publishing. They meet to explore common interests and to expand their effectiveness as professionals.

John Long has been hired by *Federal Computer Week* as circulation director. He will be reporting to **Steve Woit**, publisher, and **Deborah Winders**, group circulation director.

Prior to his appointment, Long was circulation marketing manager for Miller Freeman, where he was responsible for paid and controlled circulation of two computer magazines, *AI Expert* and *Database Programming & Design*.

Long received a B.A. in Journalism/Advertising from Southern Illinois University. In his spare time he enjoys bicycling, running, restoring old cars, and films.

IDG Communications/Peterborough has appointed **Mehrnoushi Barmaki** as executive assistant for *PC Resource's* office administration/customer service telemarketing.

Lebhar-Friedman, Inc. formerly employed Barmaki as a sales assistant/secretary responsible for lending support to editors and sales people.

Barmaki is interested in horseback riding, wind surfing, and learning more about computers on a daily basis.

Federal Computer Week has appointed **Richard Danca** as senior writer. He will be responsible for covering the microcomputer industry and federal agencies.

Before joining *Federal Computer Week*, he served as associate editor for *Government Computer News*.

Danca graduated with a B.A. in English from the University of Massachusetts. He is interested in bird watching and hiking.

Gary Byrne has been appointed to the position of copy editor at CW Publishing. He will be responsible for editing manuscripts and writing headlines. Before his appointment, he was senior copy editor for Horizon House Publishing.

Byrne graduated from Suffolk University and enjoys playing tennis, running, cooking, and watching old movies.

Congratulations! **Judy Sutter**, *PC World's* senior account manager has an-

Continued on page 8

X-WINDOWS DISPLAYS EMERGE AS NEXT GENERATION DEVICES.

According to International Data Corporation's (IDC) first report on the X-Windows Display market, a bit-mapped graphical windowing architecture, the next generation of display devices will be based on the decisive advantages of X-Windows, such as lowest cost per user, greater security features, occupies less space, and no operating system; which means that system/file management issues are not an end user's concern.designed to be machine-independent.

"One of the founding philosophies behind X-Windows is to lower the cost of individual seats, a new generation of diplay devices have emerged," noted **Eileen O'Brien**, senior analyst with IDC's terminal program. "Users will benefit from future systems because X-Windows isn't specific to any network topology, hardware device, or operating systems. It currently runs not only on various Unix-based machines but also on PC DOS machines."

Much of the groth within the X-Windows display market will come at the expense of the ASCII/ANSI graphics terminal market. IDC does not feel that the ASCII/ANSI text terminal market will feel the impact until sometime in the mid-90s.

INFOWORLD'S PRODUCT OF THE YEAR AWARDS...

Continued from page 1

senior writer, Barbara Darrow.

Gonin, pronouncing the evening a success, added, "It was a pleasure entertaining my clients, I expect the insertion orders shortly."

Nuts & Bolts

Effective June 26, 1989, IDC Benelux will have officially changed its name and moved to new office facilities in Amsterdam.

The new address will be as follows:

IDC Nederland
Hoekenrode 2
1102 BR Amsterdam
The Netherlands
Telephone number: 31-20 91 71 71
Telefax number: 31-20 96 40 66

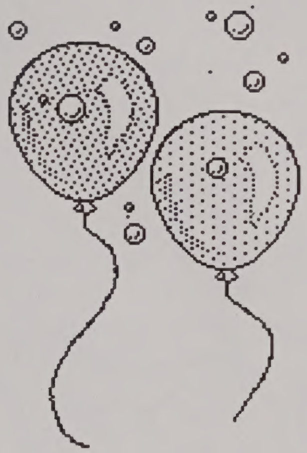
Please make sure you change your records to correspond with the new address.

For rent. Lake Winnipesaukee luxury condo. Sleeps 8, fully equipped, walk to beach and amusements. If interested, please contact **Curt Beaumont** at (508) 935-4220.

Responsible, intelligent, European woman is seeking a two-week job as a house or child sitter in the Boston or Metro-West area.

Continued on page 8

ANNIVERSARIES



Eleven Years
Debra Sobin - IDG

Nine Years
Robin Silverman - IDG

Eight Years
Marcia Grace Burke - IDG/P
William Greenwood - IDG/P

Six Years
Mark Duran - PCW Communications

Five Years
Marie Bohner - CW Publishing
Michael D'Onofrio - CW Publishing
Pamela Leslie - CW Publishing
Carol Miller - IDC

Four Years
Amiel Kornel - CW France
Vicki Brown - IDC

Three Years
Thomas Moran Jr - InfoWorld
Thijs Baake - CWCI Netherlands

Two Years
Bob Brewin - FCW
Maureen Page - IDG CI
Janet Wright - IDG/P
Judith Wangelin - InfoWorld
Mark Stephens - InfoWorld
Sandra Vargas - PCW Communications
Irmtrud Wegener - IDG Germany
William Thompson - PCW Communications
Rex Farrance - PCW Communications

One Year
Susan Kusnic - InfoWorld
Paul Desmond - Network World
Kristin Neubauer - Digital News
Nancy Kowal - CW Publishing
Hilary Reilly - IDC
Catherine Thacker - IDG
Lois Leuthner - IDG CI
Hardin Brothers - IDG/P

FYI

The telex number for CWCI Hong Kong is no longer in service. Please make a note in your records to omit the number. To make sure that you are deleting the proper number, the prior telex number was:
(708) 72827 (COMWOR HX).

IDG WORLD UPDATE

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HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

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PEOPLE ...

Continued from page 5

nounced her engagement to Ed Garcia. The couple plans to be wed on July 15, 1989 in Atlanta, and will spend their honeymoon in Spain.

Congratulations! *InfoWorld's* sales assistant, **Gayle Gaskin**, was married on May 20th to Scott Malicki in Atlanta. The newlyweds honeymooned in St. Thomas.

Joanne McQuaid was married on June 24th in Avon, Massachusetts to Matthew Cummings. McQuaid is the associate editor for *Network World*. The newlyweds honeymooned in Hawaii.

NUTS AND BOLTS...

Continued from page 6

either the month of August or September. She speaks perfect English and has local references. If you have a job opportunity available, please contact (508) 879-0700, ext. 560.

For sale. Schwinn 10-speed Tandem. Excellent condition. Asking $450.00 (new bikes sell at $800). If interested, please contact **Shelley** at (508) 935-4275.

For sale. TEAK high-speed, half-track professional, reel-to-reel tape machine. $600.00. If interested, please contact **Shelley** at (508) 935-4275.

THANKS!

The IDG World Update
would like to thank

Carol Czyzewski
and
Faith Harbold

For their contributions to
this issue.

IDG
WORLD
UPDATE

Volume 19, Number 23 July 3, 1989

THE SEARCH FOR NEW HEROES

The Search for New Heroes

Fritz Landmann, president/publisher of *Computerworld*, Patrick McGovern, chairman of IDG, and Roger Kennedy, director of the National Museum of American History at the Smithsonian Institution, join in presenting the awards

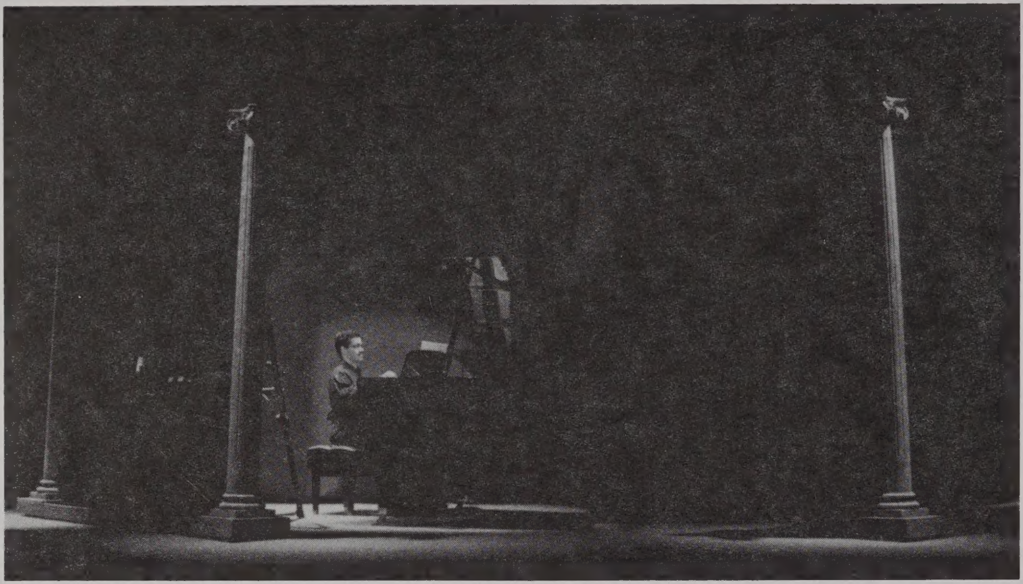
On June 20th, illustrious members of the information technology industry gathered to celebrate in the first annual Computerworld-Smithsonian Awards. The Awards represent an historic partnership between the leading corporations in the information technology industry. *Computerworld*, and the Smithsonian Institution's National Museum of American History.

The Computerworld Smithsonian Awards were established to encourage people to wield the powerful tool of information technology and to expand the definitions of human enterprise and cultural interdependence. The awards communicated an on-going and highly visible basis for the achievements of those who have used information technology for the benefit of

Continued on page 2

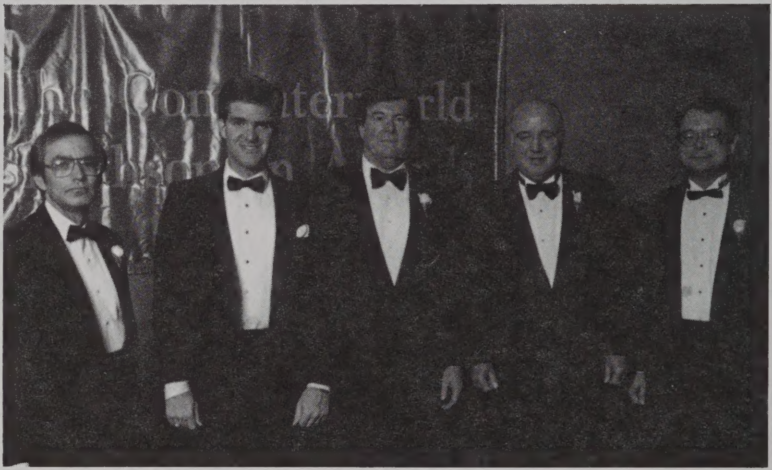
THE COMPUTERWORLD SMITHSONIAN AWARDS

Photos by Robert Klein



Joseph Celli, music director, on the Bosendorfer SE Reproducing Piano.

Papa Sousa from the Mandigo tribe of Ghana, playing the Kora



Representatives for Innovis Interactive Technologies stand with Pat McGovern and Fritz Landmann

Bill Laberis stands with Scott Edwards of Edson

SMITHSONIAN AWARDS...

Continued from page 1

mankind. Each year the Awards will be presented to those men and women who have achieved outstanding progress for society through the visionary use of information technology.

Winners of the Awards will be showcased in a major exhibit on information technology at the Smithsonian Institution's National Museum of American History, due to open in the spring of 1990. The names of the winners will be permanently listed in the museum.

Responsibility for electing the winners lay in the hands of the Chairman's Committee. They consist of an assemblage of 43 members representing a majority of the top companies in the field of information technology. The Chairman's Committee represented the first time in the history of the relatively young industry that it has stood side by side to honor the positive uses of information technology. Each of these corporations and their chairmen publicly support the stated goals of the program.

Fritz Landmann, president and publisher of *Computerworld*, kicked off the evening by welcoming everyone to share in a night that was to make a mark in history. He explained, "Tonight marks the first time that our industry has truly joined together in support of a cause such as this." "Our specific purpose this evening is to honor a very select group of men and women who have achieved outstanding progress for society through the visionary use of information technology."

The purpose of the evening was to honor people, a small group who are, for the most part, relatively unknown. These people worked tirelessly, and quietly to advance the use of information technology as a tool to improve society.

In a sense, they are but heroes, solving todays problems with intelligence. Their most powerful tool is information technology.

In order to help present the ten awards, author George Plimpton, a man known for accomplishing what most of us only dream about, assisted in the mission to honor the outstanding progress made by the select group of men and women.

Plimpton, in an effort to explain the essence of the music chosen for the evening, paralleled it to the evolution of the information technology. "During dinner, we saw, and heard, a remarkable musical evolution, an evolution spanning 5 continents, and approximately 4,000 years. In many ways, the evolution of information technology has corresponded with the evolution of music. Today's computer-driven information technology is much faster, more flexible and farther-reaching than any information medium of the past.."

Plimpton continued, "What is clearly important is to communicate to the world what this new technology can do. The power that it has to improve the condition of our times. But, the more capability we have in our grasp, the more powerful our tools become, and the more frustrating it is to not be able to use them more widely. Around the globe, people are dying of malnutrition while the knowledge necessary to solve that problem already exists. Others are suffering because of inadequate education, while we have worlds of knowledge at our fingertips. We do not even have the ability to solve most of them, but we do have the power to help a few of them, and as Fritz Landmann noted, information technology is the most powerful tool. It is the sword wielded by the heroes of today."

Joining Landmann and Plimpton on stage were,

Continued on page 4

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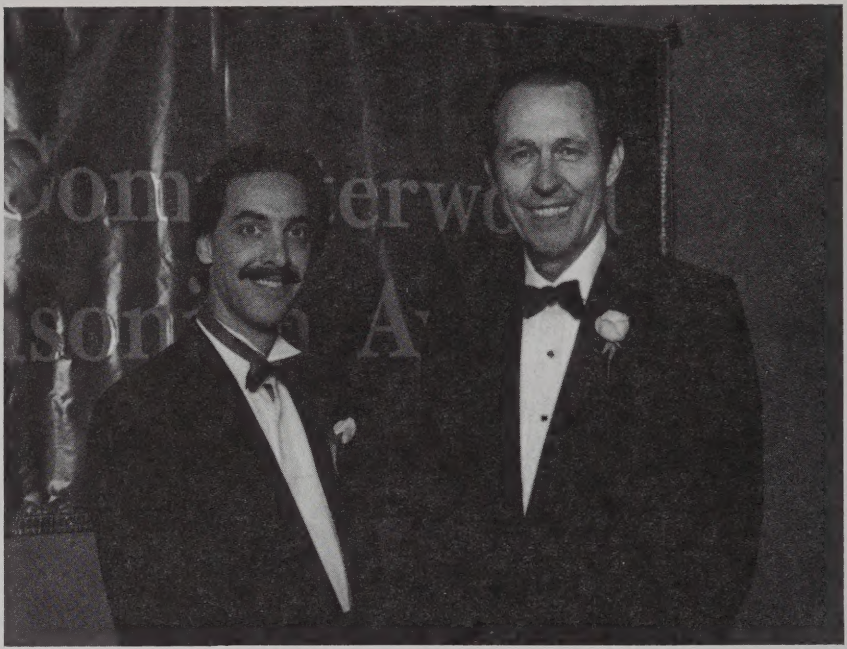
SMITHSONIAN AWARDS...



Bill Laberis, *Computerworld* editor-in-chief, and Hal Uplinger, president of Uplinger Enterprises

Roger Kennedy, director of the National Museum of American History at the Smithsonian Institution, and **Patrick McGovern**, chairman of International Data Group.

The first award was for the category of Energy, Natural Resources and Agriculture. Whether it was data from rain forests, family farms or nature itself, they sought information that would help people live and work in better harmony with our planet. The winner for the category was Sierra Misco, Inc's Passaic River Basin Flood Warning System. Briefly, it is a network of satellite, radio, and telecommunications links eleven computers in three states. These alert 130 communities and 2 million people when flood or flash flood conditions are likely to arise. Accepting the award on their behalf was David Curtis, president. The system, which has been called the most advanced in the world, was developed in the wake of a disaster that struck the Passaic River basin in 1984, and is already being installed in Florida, Colorado, California, and of Saudi Arabia.

The winner for the category of Finance was awarded to Fidelity Investments for their development of a powerful online transaction processing system. Nicknamed FIX and FAST, these systems enable investors to directly access their accounts by computer or, using voice technology with just a telephone. Investors with computers can actually send trades directly to the floor of the exchange. The effort to create FIX required 10 man-years of development time. Truly a team effort.

The next category was Manufacturing. The winner in that category was the University of Iowa's National Advanced Driving Simulator. Accepting the award were professors, Edward Howg and John Kool. Landmann explained, "The major goal of this project was to create a simulator which would show, in real time, the effects of different environmental and human conditions on vehicle safety. This system can simulate operators who are handicapped, elderly, fatiqued, under the influence of drugs or medication, or suffering from chronic illness. With this information, equipment and safety devices can be designed that let operators see danger coming and avert it."

For the category of Business and Related Services, the award went to Bell and Howell for their Image Search Plus System. Bell and Howell's system scans documents, stores the information on an optical disk, and creates a computerized document index. Any document can then be called up and displayed in a matter of seconds on a high resolution monitor, thus eliminating

Continued on page 5

Continued from page 4

SMITHSONIAN AWARDS...

costly paper expense and waste.

The 1989 Award for Wholesale and Retail Sales went to Innovis Interactive Technologies for their development of the DesignCenter. Accepting the award was Mark Lembursky, president. The system lets customers model a 3-D, rotating image of their proposed deck. It then calculates the exact dimensions and even prints out a list of the materials needed, right down to the last nail.

The next category was medicine and Health Care. Plimpton offered, "While there is much debate about helping the sick, there is very little debate about helping the disabled." The winner in the category is LC Technologies for their development of a system that does exactly that and a lot more. The Eyegaze Computer System. Accepting on their behalf was Joseph Lahoud. The Eyegaze Computer enables severely disabled people to work a computer simply by moving their eyes.

All they need to do is look at the images of computer keys on screen, and the system translates their eye movements into keystrokes. By assigning certain keys to certain functions the user can dial a phone, control a TV, or verbalize a phrase, all with just a glance.

Although the system is intended primarily for severely disabled people, such as quadriplegics and cerebral palsy victims, this system clearly has many applications. It could also be a powerful analytic tool, for example, in pilot training.

The next category was awarded to Media, Arts & Entertainment. Accepting this award was Hal Uplinger of Uplinger Enterprises. Uplinger produced the global telecast, a major technical accomplishment for the Live Aid concert. The concert was transmitted via 22 transponders on 13 satellites. It reached the world's largest television in history, roughly two billion people in 155 countries. Although many of those people spoke different languages, the Live Aid message relayed a univeral one. Uplinger stated, "I'm proud to say that 100% of the money was used for famine relief. In addition to food supplies, we set up several programs for communities to become self-supporting, or at least more self-supporting."

The 1989 Transportation Award went to a system that is truly the classic example of how information technology can transform an industry. The winner was American Airlines and their SABRE computer reservation system. Accepting on their behalf was Max Hopper, senior vice president.

The database contains more than 42 million fares and processes more than 1.5 million fare changes daily. SABRE can process more than 1,800 transactions per second. It also has the capacity to set aircraft speed and calculates fuel burn, gives the pilot takeoff settings, calculates weight and balance of aircraft, orders meals from catering and determines the mix of fares for each flight.

The Government and Non-Profit Institutions category ended with a tie.

The first winner for this award was BI Incorporated Home Escort System. Accepting on their behalf was Richard Willmarth, vice president. McGovern explained their system: "The BI Home Escort System is a system that electronically monitors prisoners under house arrest." Basically, an ankle bracelet constantly monitors prisoners via radio frequencies transmitted to a host computer, which is the hub of the system. A very humane and practical alternative to one of the most serious problems facing our country, offenders can continue to hold jobs, support their families, and partici-

Continued on page 6

SMITHSONIAN AWARDS...

Continued from page 5

pate in community rehabilitation programs.

The second winner in the category was the University of Illinois' Missing Children Project. Program director, Lewis Sadler accepted on their behalf. The Missing Children Project is an extraordinary application of information technology. This project uses technology to convert a photograph of a missing child to an accurate digital image of the child 3, 5 or 10 years from the date they were missing.

The final category, Education, was awarded to Orangeburg School District Five in Orangeburg, South Carolina. Accepting on their behalf was superintendent, Dr. James Wilsford. Here simply is a tremendous example of what a powerful tool information technology can be.

In 1975, only 14% of rural Orangeburg's 4th graders scored above the national average, where 50% would have been the norm. Attacking the problem agressively, and using computer-managed and computer-assisted instruction, 1988 witnessed 6,500 students score above the national average. The figure rising to 57%. In a similar timeframe, they reduced their dropout rate from 8.5% to under 1%.

The night honored ten of the one hundred and sixty-five candidates. All were asked to stand and be recognized for their attempt to try and solve the problems our society faces. In a closing note, Kennedy stated, "We have frontiers to conquer as the settlers did, though many of them are frontiers of the mind. We have as many dragons to slay as in medieval time, though many of them are of our own making. Tonight is just the beginning, with continuing support, this will be an on-going event whose goal is not just to recognize outstanding achievements, but to stimulate it, to increase public awareness of these efforts, and to help demystify technology.

> *"We've seen tremendous diversity, but through it all, we've seen two common threads, one is information technology. The other, is courage."*
>
> *Patrick McGovern*
> *Chairman, IDG*

McGovern closed the evening with a call to action. He stated, "We've seen tremendous diversity, but through it all, we've seen two common threads, one is information technology. The other, is courage. Courage is the spirit that runs like electricity through all of them. We described our mission as, 'The Search For New Heroes.' Well, we have found some. Every one of the 165 nominees had the courage to tackle an assignment that others considered impossible. Many of them failed, time after time. Some have yet to find the solutions they are searching for, some never will. All of them must occasionally wonder, am I crazy?" McGovern responded, "No, you are not crazy. You are wonderful. You are the heart and soul of this country, of this business."

As a businessman, McGovern also realized what effort must be implemented to solve the problems. He stated, "The logo on our program shows a bright grid of energy, supported on a classical column. The grid is information technology, and it is indeed shining brightly. But, the column, the foundation on which it rests, is in need of repair." In order to repair it, he offered three initiatives. First, to rebuild the education platform, second to receive more help from the government, and third, to start playing this game long-term. He volunteered to be one of the catalysts and asked others to join in the effort to take personal action; to help administer the opportunity that so many are reaching out for, and then, "watch what happens. ☐

IDC SCANDINAVIA SPOTLIGHT

IDC Scandinavia A/S administers extensive local research in all of the four Nordic countries. Apart from the IDC Scandinavia office in Copenhagen, Denmark headed by **Edward O'Hara**, IDC is represented by agents, **Per Holte Rosenkilde** in Norway, **Karl-Aake Soederberg** in Sweden, and **Reijo Lilius** in Finland. As well as implementing local reports and research, IDC Scandinavia A/S also provides the input for all Eurocasts.

Managing director for IDC Scandinavia is Edward O'Hara. He has been with IDC since April 1987, and was appointed to his present position on September 1, 1988. Edward arrived at IDC with nine years of experience in the data processing industry. He has carried out major marketing and software development projects for NCR, Christian Rovsing (BBN Communications), and the European Space Agency. He holds a masters degree in Mathematical Economics from Trinity College, Dublin. Two of his favorite hobbies are playing squash and running with the Hash House Harrios Club in Denmark.

Peter Soendergaard Jensen serves as research director at IDC Scandinavia with overall responsibility for the publication of IDC's Compucast series of market reports, as well as the coordination of consulting projects in the Nordic community. Since 1985, when he joined IDC, Peter has focused his activities in the PC/workstation area, handling consulting and surveys concerning data processing penetration in vertical markets. He holds a degree in Economics from the University of Copenhagen.

Anne-Lise Wang, datafile and software services manager has been with IDC for two years and handles the Nordic software research at IDC Scandinavia. She also serves as the manager for VAR-research and ISUF Datafile. Although most of her childhood was spent in Finland, Anne-Lise studied Economics at the University of Sweden and completed her studies in Economics and Business Administration from the Copenhagen School of Ecomonics and Business Administration, and specialized in International Trade. Simultanously, she studied American studies at the University of Copenhagen. Her previous work experience includes managing export to Kenya for the East Asiatic Company, Ltd,. a large Danish trading company. Anne-Lise's main interest lie in 20th Century literature, ballet, and playing squash.

Mirla Hjelmborg manages all of the accounting and personnel for IDC Scaninavia. She joined the company 3-1/2 years ago as an accountant, but has recently expanded her position to include personnel management and secretarial support for the managing director. Prior to joining IDC, she was employed in the field of accounting with a large comptrollers firm in Copenhagen. Mirla also worked as a key puncher and systems operator in the evenings, allowing her to concentrate on a singing career during the day, and later by taking care of her child and family. Away from the office, she is presently performing as a church singer. Her greatest interests are music, and opera. In her leisure, Mirla enjoy playing badminton with her son.

Research secretary, **Elsebeth Frank**, is responsible for preparing all IDC Scandinavia reports via their new desktop publishing system, as well as the brochures used for reports and conferences. She also handles the organization of the company's conferences. Prior to joining IDC in January of 1986, she

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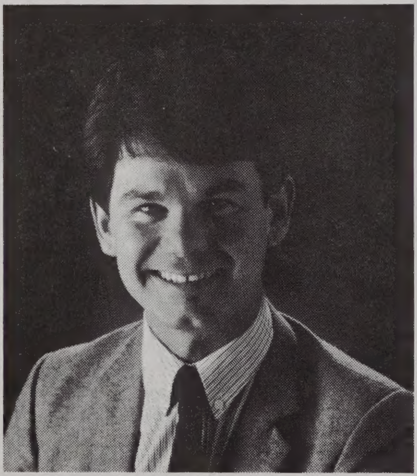
SPOTLIGHT...

Elsebeth Frank

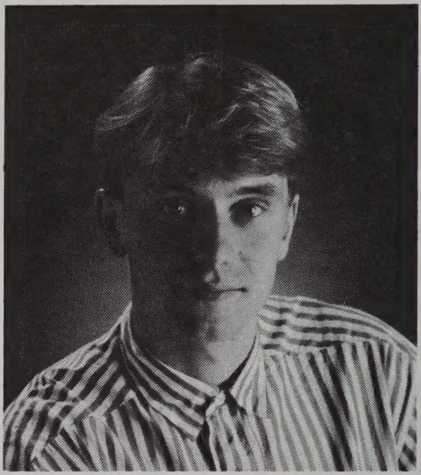


Edward O'hara

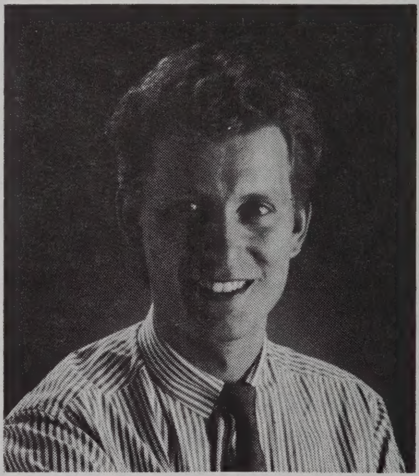
Christel Erschens

worked for 2-1/2 years as a secretary at the King Abdul Aziz Military Hospital in Saudi Arabia (a hospital run by the Whittaker Corporation). Previously, she was employed as a shipping/export assistant for Oticon Export A/S (the worlds leading hearing-aid company). In between her shipping/export jobs, she spent a year in Connecticut, U.S. as an au-pair. In her spare time, Elsebeth enjoys swimming, skiing, and socializing with her international friends.

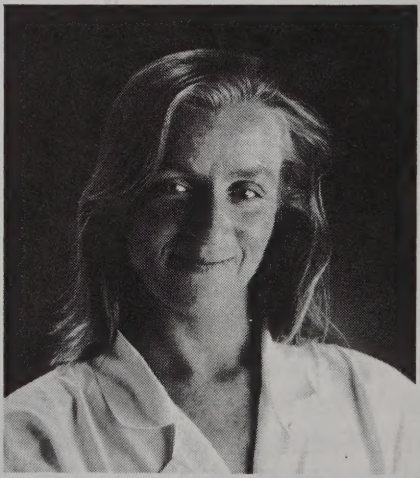
Christel Erschens serves as the company's Librarian. With IDC since September of 1988, she is responsible for all library services, which include, providing material and information for contract customers, clippings from newspapers and magazines, maintaining product brochures, company files, and press releases. Each month she produces a "Library Bulletin" containing a list of the reports, bulletins, and newsletters received in the library, including a brief description of each. This bulletin is sent to all IDC Scandinavia clients who use it as a buyer's guide. Christel, a 1980 graduate of the Royal Danish School of Librarians in Copenhagen, began her ca-



Per Ullits Andersen



Peter Sondergard



Anne-Lise Wang

Continued from page 8

SPOTLIGHT...

reer at a public library as a temp, an arrangement which left her enough time and space to become the mother of two lovely children, a six-year old son and a three-year old daughter. Realizing that her future was not to lie in the public sector, she decided on a career as a company librarian. As a result, she was employed by the information center of the Danish building sector "Byggecentrum" for one year, followed by a three-month temporary employment at the Danish Booksellers Association. Spare time is spent with her family decorating their new home.

Mirla Hjelmborg

Per Ullits Andersen, product manager, is the latest addition to the IDC Scandinavia staff. His main area of concentration is around vertical market analysis, the Nordic terminal market, and analysis of distribution channels. Per holds a B.A. degree in Economics and Business Administration from the Copenhagen School of Economics and Business Administration. Outside office hours, Per is a keen ornithologist and is in possession of an exquisite collection of rare Artic seashells. □

IDC TOKYO SEMINAR BOASTS LARGEST ATTENDANCE

The Tokyo Seminar, "Directions '89, A Comprehensive Computer Industry Review and Forecast", held on June 14, received high ratings from the largest audience in attendance in recent years. The 20% increase in attendance and revenue over last year was a reflection of keen interest in market activities worldwide.

The opening remarks were presented by **Yuji Ogino**, president of IDC Japan. He addressed the challenges for the Japanese information industry, and up to the final Q & A session that afternoon, not a seat was vacated, a most unusual sight at any seminar.

The Q & A sessions were reported to be particularly lively, focusing on IBM Market activities and, later, on global perspectives following a first ever European Market session presented by Martin Hingley, IDC/UK.

Keiko Ota, Marketing Department, organized the seminar agenda and schedule. She was also responsible for organizing the slides, clients, and texts of the seminar binders in both Japanese and English, as well as translating the text for foreign speakers into Japanese.

Emiko Kato, Marketing Department, was responsible for promotion, including direct mailing and audience registration, and was the key coordinator with the conference hall.

Yoshihiko Kawashima, account executive, handled speaker introductions and monitored the Q & A sessions at the seminar. □

People

Kimberly Scott has joined PCW as circulation assistant, in this capacity she will be assisting in the direct mail promotions. Before joining PCW Scott was a fulfillment coordinator for Craftways, Corp. She graduated from the University of Colorado.

IDC has hired **Mark Levitt** as research analyst for PC software and hardware. Prior to joining IDC, he was an account manager and an assistant product manager with Leading Edge Products. He studied at Veshiva and Harvard colleges, and attained a B.A. degree in History. Levitt enjoys windsurfing and running.

Sarah Spengler has joined IDC as senior market analyst for the communications industry research group. Her responsibilities will lie in the research and analysis of network switching systems market. Before Spengler arrived at IDC, she was senior account manager for GTE Service Corporation, where she was responsible for the development of commercial services. Spengler acquired a B.A. at Bucknell University, and a MBA at Pennsylvania State University.

The Conference Management Group has hired **Cheryl DuLac** as marketing manager. She will not only oversee the various exhibitor and attendee marketing programs, but also manage all printing and production of material used in our daily business. In her role she will be the primary contact between IDG CMG and World Expo Marketing Services. Before joining CMG DuLac was affiliated with Circadian Technologies of Boston, a Harvard-affiliated corporation.

Jeff Ferris has joined IDG Communications/Peterborough as district manager for *PC Resource*. He will be responsible for advertising sales. He was previously employed be Peed Publishing as an account executive for advertising sales. He received his B.A. degree in Business Administration from the University of Nebraska. Ferris enjoys cycling, and handball.

Janet Engelbrecht has been appointed account manager for *Publish!* magazine. She will be responsible for sales in Northern California. Prior to joining *Publish!*, Engelbrecht was district manager for Datamation. She is a graduate of the University of Oregon, and enjoys swimming, reading, mysteries, and movies.

Publish! magazine recently hired **Michael Goldstein** as its circulation assistant. He will be participating in all areas of circulation. Goldstein received a B.A. in English at the University of New York at Oswego.

CW Publishing has announced the appointment of **Robin Robinson** to administrative assistant. She will be working in the Systems Department and reporting to **Jeff Pennett**. Prior to joining CW Publishing, Robinson was employed by Telephone Marketing Programs as an operating systems manager. She received a B.A. degree in Mass Communications Studies at the University of Massachusetts, Amherst.

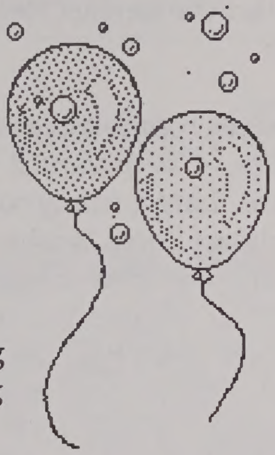
Michelle Beaulieu has joined the copy desk at *Network World* as copy editor. Beaulieu is a recent graduate from Simmons College, where she studied English and served as a teaching assistant in the Journalism Department. In addition, she spent last summer working as an editorial intern at *High Fidelity magazine*. □

ANNIVERSARIES

Sixteen Years
Kathryn Dinneen - IDG CI

Nine Years
Cindy Delany - CW Publishing

Six Years
Eileen Terrill - IDG/P
Catherine Carabello - IDG/P
Ron Condon - CW London
Guier Wright III - IDG/P



Five Years
Paul Statt - IDG/P
David Peterson - CW Publishing
Richard Buroni - CW Publishing

Three Years
Norman Morey - CW Publishing
Kenneth Hoyt - IDC
James Falanga - IDG
Randi Weinman - ITI
Anita Amirrezvani - PCW Communications
Cathy E Abes - PCW Communications

Two Years
Nancy Endy - PCW Communications
Faith Marcello - CW Publishing
Daniel Sullivan - IDG/P
Catherine Venutolo - PCW Communications

One Year
Bonnie MacGregor - PCW Communications
Linda Potter - IDG/P
Robert Midford - FCW
Marjorie Smith - IDG
Tammy Ladow - IDG/P
Susan Caniglia - InfoWorld
Lawrence Manuel - PCW Communications

EAST COAST NEWS

What takes less than an hour to do and gives you the satisfaction of knowing that you've helped to save lives? Donating blood.

Your generous donation of one hour, and slightly less than one pint of blood can mean life to a premature baby, cancer patient, or accident victim. Through your single donation, you can help at least two and usually three or more patients suffering from a variety of illnesses or health problems.

CW Publishing will be sponsoring an American Red Cross blood drive on Wednesday, July 12, 1989 from 10:00 a.m. to 3:00 p.m. in the Second Floor Conference Room at 375 Cochituate Road.

If you are in general good health, weigh at least 110 pounds, have never had hepatitis, and are at least 18 years old (17 with American Red Cross parental/guardian consent form), you may be eligible to donate blood. For information or an appointment, contact Kelly Shea at (508) 879-0700 extension 337. □

IDC ROYAL CRUISE LINE

Wanted keyboard and sax players. Do you play the keyboards or saxaphone? Have you always wanted to be a star? IDC has 2 openings in its band which has been formed to play live, on board the IDC Royal Cruise Line. Opportunity seekers please contact **Shelley** at (508) 934-4275, or **Bob** at (508) 935-4632. □

IDG WORLD UPDATE

EDITOR/DESIGNER
DEBORAH BUTLER

HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

DISTRIBUTION MANAGER
CHRIS CONNERY

CONTRIBUTING EDITORS
ANN BAKER
SHELLY BAKST
MARY DOLAHER
CAROL FAMOSI

IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

Nuts & Bolts

Roommate wanted. Framingham, Concord Street (near YMCA). Three bedroom, fireplace, garage, and large yard. $500/mo. plus utilities. If interested, please contact **Colleen** at (508) 620-2767.

Female roommate wanted. Natick, 4 bedroom, 2 bath house. Large, sunny rooms, hardware floors, washer and dryer. $400/mo. (includes utilities). If interested, please contact **Cheryl** at (508) 563-9740.

For sale: Fun-loving, intelligent, Cairn Terrier pup. Male, paper-trained, 1st shot, ready to go June 24th. If interested, please call **Paula** at CW Publishing.

For rent: Condominium in Concord Greene. 2 bedrooms, 2 baths, carport, pool, tennis courts, clubhouse, excellent condition. Available 8/1/89. 1 year lease. If interested, please contact **Mary Smith** (508) 935-4359 or evenings (617) 227-5198.

For rent: Lake Winnipesaukee luxury condo. Sleeps 8, fully equipped, walk to beach and amusement. If interested, please contact **Curt Beaumont** at (508) 935-4220. □

THANKS!

The *IDG World Update* would like to thank

Mirla Hjelmborg

For her contributions to this issue.

IDG WORLD UPDATE

Volume 19, Number 24 July 17, 1989

IDG/P ACQUIRES GAMEPRO

THE NINTENDO, SEGA, AND ATARI VIDEO GAME MAGAZINE
GAMEPRO

GamePro, a magazine for Nintendo, Sega, and Atari enthusiasts has recently been acquired by IDG Communications/ Peterborough. **Roger Murphy**, president of the Peterborough division, stated that the magazine is targeted towards teenage video game hobbyists.

"We're excited about the addition of *GamePro* to the IDG Peterborough family. It expands our current coverage of electronic entertainment information and targets a new audience of readers who play video cartridge games," commented Murphy.

GamePro was launched in March, 1989 by SuperPlay, Inc. Published bi-monthly, the current circulation of 300,000 is projected to grow rapidly toward 600,000 through subscriptions and newsstand sales. Previous top management at *GamePro* will remain in Redwood City, California headquarters.

Patrick Ferrell, publisher of *GamePro*, adds, "We welcome the opportunity to merge our ideas with the publishing experience and expertise that IDG Peterborough brings to the table. Together, we plan to make *GamePro* the dominant video game magazine in the market.

GamePro promises to give the latest in tips and tactics, as well as up-to-date news on the exciting and current developments in the video game industry.

SPOLTIGHT:
LINK RESOURCES

PHOTOS BY LINDSAY GAFFNER

Andy Bose, vice president of Research and Consulting, is responsible for managing and directing LINK's consulting and research services. Bose, a 1983 veteran of LINK, specializes in primary research, competitive and strategic market analysis, vertical industry planning and distribution, product planning and positioning, technology assessment, financial analysis, and the development of business strategies. Bose has monitored and analyzed the market dynamics of such industries as consumer electronics, personal computers, information processing, office automation, residential telecommunications, and home automation. Prior to joining LINK, Bose spent several years with Litton Industries Business Systems where he worked on a variety of market research, strategic planning, and financial analysis projects. He holds a Bachelor's degree in Statistics and Market Research from the University of Iowa, as well as an MBA from the University of Texas at Austin.

(L TO R) MILTON QUIAH, BERNELL WRIGHT, STEVE REYNOLDS, VICKIE WHITE MATUS, AND STEVE SIECK

Vice president of Electronics Information Practice **Peggy Fischer** is responsible for the team that consults, writes, conducts surveys, and answers inquiries about the electronic information industry. She started the only comprehensive forecast of the industry in 1979, now an annual report. Fischer is a specialist in strategic planning and new product development for electronic information services with special strength in publishing and designing information services, marketing, and applications of new technology. She has conducted numerous in-depth research projects on electronic information in the financial services market. Joining LINK days after its founding in 1976, Fischer was the principal investigator and editor for "Strategies in the Online Database Marketplace," a milestone as the first definitive work about the industry. She has been researching and describing the dynamic changes in the market for LINK ever since. A long-time lecturer and writer in information trade publications, Fischer is a former president of the American Society of Information Science, member of the Advisory Board of Chemical Abstracts Service, Trustee of The Foundation Center and Bucknell University. She is co-chairman of the Information Industry Association's 1987 Annual Meeting, executive board member of the Database Division of IIA, an advi-

CONTINUED ON PAGE 3

SPOLTIGHT: LINK RESOURCES

(L TO R) PEGGY FISCHER, STACEY SIMMONS, ANDY BOSE, WALTER MIAO, JAMES WARMACK, JANET GROTE, AND DAVID ROSEN

sory board member of *Online Magazine* and *The Annual Review of Information Science and Technology*, and is listed in *Who's Who in America*. She graduated cum laude, Phi Beta Kappa, from Bucknell University.

Steve Sieck, vice president of Electronics Services, directs major LINK consulting and research projects in the electronics services industry. He also serves as the executive editor of the monthly publication, "Electronic Services Update." During his more than eight years with LINK, Sieck has directed numerous consulting projects in electronic services, assisting leading industry participants and emerging services companies in strategic planning, competitive analysis, and corporate development. His consulting and research activities have focused on professional/financial information services, mass market information services, optical publishing, artificial intelligence/expert systems, interactive voice services, and market effects of telecommunications deregulation. Sieck, a frequent speaker at industry conferences worldwide, has also contributed to outside publications, including *Publisher's Weekly*, *Annual Review of Information Science and Technology, Inc.*, *Magazine's Databasics*, *Wall Street Computer Review*, and *CD-ROM Review*. Sieck joined LINK from McGraw-Hill, Inc., where he was a consulting editor in the Business Systems Development Division of McGraw-Hill Publications Company. He is a cum laude graduate of Hunter College of the City University of New York.

Listed in *Who's Who in the East*, and the holder of a 1974 ANDY AWARD for Excellence in Public Service Advertising, presented by the Advertising Club of New York, is **Bernell Wright**, vice president of Electronics Communications Practice. He is a specialist in new product development in information technology and videotex, conducting and directing studies and consulting projects in the consumer, industrial, and advertising research markets. Wright is a frequent speaker at industry-wide conferences and meetings in the U.S. and abroad. Prior to joining LINK, he was associated with GTE Satellite where he was responsible for all market research programs and for video delivery systems product development. He has also served as a research executive at Opinion Research, as well as manager of Communications Market Analysis for Xerox Corpora-

CONTINUED ON PAGE 4

SPOTLIGHT...

tion. He was also affiliated with *The Black Enterprise Magazine* as director of Advertising and Marketing. Wright is a member of the American Marketing Association, the Videotex Industry Association, the Electronic Banking Economic Society, and the Congressional Clearinghouse of the Future. He received his BA in Economics from Queens College, and his MBA in Marketing Research at the Baruch School of Business.

As vice president of Consulting Services, **C. William "Bill" Reed**, Ph.D. is responsible for managing LINK's custom consulting practice and client inquiry services. In addition to directing research projects in the interactive voice area, Dr. Reed's areas of expertise include local loop voice and data transmission services, satellite services, and the post-divestiture environment for telephone companies. Since coming to LINK in early 1984, he has directed several major research projects, including "The Market for Interactive Voice Services" (the first comprehensive analysis of this market). Dr. Reed is a founding member of the Executive Committee of the Information Industry Association's Voice Information Services Division, and has organized panels and led discussions at the IIA VIS Conferences, 1986-1988, and at the IIA 20th Annual Conference in 1988. Recent publications include articles in *Business Communications Review* and *High Technology Magazine*. Prior to joining LINK, Dr. Reed worked with AT&T's Strategic Marketing Group. He holds a Ph.D. in Philosophy from Yale University.

Mark Winther is a specialist in communications service markets and technologies, covering such areas as national and local packet switching, emerging telco central office offerings, virtual private networking, satellite services, ISDN futures, and personal computer communications. As vice president of Telecommunications Services at LINK, Winther is responsible for analyzing and identifying business market opportunities emerging in response to changing end-user demand, regulatory activities, advancing technology, and competitive intelligence. In addition to managing LINK's telecommunication research, he also directed and conducted several customized research projects. Prior to joining LINK in 1984, Winther served as managing editor at QV Publishing, Inc., a major publisher of newsletters and market research reports for the cable TV and pay-TV industries. He has a BA from Swarthmore College and attended the Masters Program at the Annenberg School of Communications at the University of Pennsylvania.

Vice president of Technology **Walter Miao** brings more than 15 years of electronics industry experience to LINK clients. He is a seasoned expert in project management and implementation of tactical action plans ranging from the management of a corporate move, to the retargeting of business development efforts, to the broadening of business bases. His areas of expertise at LINK include product development and market entry strategies, entertainment technologies, high definition television, and home automation. Prior to joining LINK in 1988, Miao served as director of planning and development for Philips Electronic Instruments, and as manager of business planning at North American Philips Corporate Headquarters. At Exxon Enterprises he held the position of manager of product planning and chief systems engineer. Miao obtained his BS degree in Electrical Engineering from Columbia Uni-

CONTINUED ON PAGE 5

SPOTLIGHT...

versity and his MSEE from Old Dominion University. In addition, he holds an MBA in Marketing and Finance from Columbia University.

Director of Electronic Entertainment **David Rosen** formulates program goals, supervises research projects, and serves as client service officer for LINK's Electronic Entertainment Program. He is responsible for developing LINK's strategic and tactical analyses covering developments in the electronic entertainment media hardware and programming markets. His primary areas of expertise are home video and film, cable and broadcast television, compact disc-audio, and compact disc-interactive. Rosen brings more than ten years of experience in the entertainment industry, specializing in television programming and media analysis. His television credits include script associate for the ABC miniseries, "The Trial of Lee Harvey Oswald," research director for the PBS series, "Made in the U.S.A.," associate producer of the WNET/New York art series, "Imagination All Compact," and creator/project director of the Emmy award-winning PBS series, "The American City." Currently Rosen is a special consultan to Robert Redford's Sundance Institute, and is author of "Off-Hollywood: The Making & Marketing of American Speciality Films" (Grove Press, 1989), the first systematic analysis of the independent film business. He has also served as an advisor to the U.S. Department of Education, National Endowment for the Humanitities, and the New York Council for the Humanities. Rosen holds an undergraduate degree in Philosophy from City College of New York, and a graduate degree in Philosophy from the New School of Social Research.

Tom Miller, director of the Home Office Research Program at LINK, has directed research into telecommuting, telework, and home-based work trends since editing the 1983 benchmark study, "Telecommuting: Its Potential Effect on Profits and Profitability." He conceived and directs LINK's annual National Work-at-Home Survey, now in its fourth year. This survey has been described by *The New York Times* as "the first nationally representative poll on the issue." Miller conducts numerous studies of corporate and public sector home-based work programs, proprietary evaluations of telecommuting programs, in-depth focus groups, and related studies on location-independent work. In addition, he has reviewed and helped guide the development of new products and services designed for home-based workers. Miller is a regular speaker at industry conferences, and is also a frequent contributor to articles on work-at-home in such leading publications as *Forbes, Fortune, Business Week, The New York Times*, and the Associated Press Newswire. He is himself an experienced telecommuter, and describes his home as a "three-computer household" communicating regularly with associates in the U.S. and abroad via electronic mail and faxphone. Miller is a graduate of Yale University.

Janet Grote serves as director of Information Services, and administers LINK's Information Resource Center. In this position she is responsible for all aspects of information management, including the internal information capture and transfer process via storage, access, and retrieval systems such as on-line services and CD-ROM. In addition, she consults in all areas of electronic information services with extensive work performed in the telecommunications field, information publishing industry, and financial markets. Before coming to LINK, Grote was employed by

CONTINUED ON PAGE 6

SPOTLIGHT...

McGraw-Hill, where she developed and managed a bibliographic database system, and was editor of a newsletter in the telecommunications and information systems area. Grote is currently completing an MBA with a joint specialization in Information Systems at Pace University. She has completed graduate work at St. John's University Graduate School of Library and Information Science, and received her BA from Kean College, where she graduated magna cum laude. She has been an active member in the American Society of Information Science for the past eight years, and retains membership in the Special Libraries Association and the Information Industry Association.

As research analyst with LINK's Voice Industry Practice, **Steve Reynolds** is responsible for much of the primary research gathering, analysis, and inquiry for LINK's voice forecasts, reports, and consulting. His areas of expertise include enhanced calling services, interactive voice networks, voice messaging, and video teleconferencing. Reynolds is a regular contributor to LINK's monthly industry newsletter, *Electronic Services Update*. Prior to joining LINK in 1986, he was based in Washington, D.C. as a reporter for a nationally syndicated radio program distributed over the Associated Press Radio Network, where he covered emerging technologies in the consumer electronics market. He also served as director of public relations at a private secondary school, and coached high school football. Reynolds holds a BA degree in English and Film from Boston College.

As research associate in Network Services, **James Warmack** is responsible for servicing client inquiries in the areas of E-mail, value-added networks, local-added networks, interexchange carriers, fiber networks, facsimile, and data networks. With a specialization in statistical and tabulation analysis, Warmack also participates in the survey and design and implementation of LINK's annual survey reports. He also recently authored the client memo, "Fiber-Optic Carriers Jockey for Position." Prior to joining LINK in 1982, Warmack worked at United Coverage, Inc. and at Bulkley & Horton Brokerage. He studied at the City College of New York.

Natasha Thomsen, research associate, is responsible for the personal computing area at LINK, including research in education, consumer, and training markets for PC's, peripherals, and videotex applications. She also serves as inquiry manager, overseeing the timely handling of client inquiries, and coordinating this service. In addition to her participation in LINK studies, she also regularly contributes to LINK's newsletter. While a Master's candidate, she served as an intern/researcher at the United Nations in the Film and Television Division. Thomsen completed her MA at New York University's Interactive Telecommunications Program, and holds a BA in French Literature from Bennington College, Vermont.

Research associate **Karen Nielson** specializes in videotex and electronic entertainment. In this position she is responsible for research and inquiry service in the Electronic Communications Division. Prior to joining LINK in 1988, she worked in fundraising at The Tennis Hall of Fame in New York. While a Master's candidate, Nielsen served as Teaching Fellow for broadcasting and telecommunications courses at the University of Pennsylvania. Nielsen completed her Masters in Communications at the Annenberg School of Communications, University of Pennsylvania. Her thesis

CONTINUED ON PAGE 8

CHINA COMPUTER '89

IDC China held a conference titled "China Computer '89: Planning for the 1990's" on May 26 in Hong Kong. This was the third seminar IDC China organized, which was co-sponsored by the China Computer and Information Development Research Center. More than 70 paid attendees participated in the event. Some of them came all the way from Japan, Taiwan, Singapore, and the United States.

Speakers included two officials from the Ministry of Machine-Building and Electronics Industries, top executives from the Beijing Stone Group, the Great Wall Computer Group and the Changjiang Computer Group. Also speaking at the conference were Ned Quistorff, commercial officer from the U.S. Consulate General in Hong Kong, and Professor Dennis Simon from the Fletcher School of Law and Diplomacy, Tufts University.

The conference was held under the shadow of Beijing's Martial Law, and all the Chinese speakers did everything they could to arrive in Hong Kong at 11:00 p.m. on May 25.

The conference was positively received, as were the previous two seminars. Attendees unanimously agreed that the first-hand information and detailed data on the Chinese computer market were considered very valuable and beneficial.

THE IDC CHINA TEAM WITH CLIENTS AT THE CHINA COMPUTER '89 SEMINAR

IBM sent seven people to the conference. Sam-Lo Yip, software manager of Digital Equipment China Operation, said that he found the meeting very informative about the market trends in China, and this was the third time he attended IDC China's seminar.

Alain Daste, vice president of Sales/Marketing Worldwide of IDEAssociates, Inc. came especially for this conference. He introduced himself to **Saiman Hui**, president of IDC China, saying, "Thank you for organizing such an informative conference. The knowledge was most constructive because I am going to Beijing to explore market opportunities for future cooperation." □

People

In order to maintain immediate continuity of IMS representation and business expansion in the Eastern United States, **Frank Cutitta**, president of IMS, has decided to personally assume direct sales responsibility for the region following the resignation of **Ellen Levin.** Levin has decided to enter a graduate program to pursue a doctoral degree in psychology.

Veronique Lamarque the IMS Global Fellowship recipient, will continue in her support of the eastern territory throughout November. All eastern sales leads and other relevent correspondence should be sent directly to Cutitta's attention.

Promotion

Since taking over the Industry Update section of *Network World*, **Bob Brown** has consistently produced a strong section with analysis, trend and issue stories. He has labored to ensure that stories are timely, thorough and meet deadlines. Brown also implemented strong graphics and artwork for the section. In light of this effort, he has been promoted to the position of senior editor.

Birth Announcement

Janet Wright in the Sales Department at *inCider* magazine and her husband, Al Wright, recently announced the birth of their daughter, Darcy Alexandra. She was born on May 24, 1989.

Birth Announcement

Mark Sullivan, business manager for *Computerworld*, and his wife, Joanne, announced the birth of their daughter, Rachel Elaine. Rachel was born on April 23, and weighed 8 lbs. 9 oz.

Wedding

Network World's assistant features editor **Susan Tricca** was married on June 25, 1989 to Martin Collins in Framingham. The newlyweds honeymooned in St. Maarten.

Course Completed

IDG Germany's Marketing Services Department recently celebrated the graduation of **Jens Mannig** in Direct Marketing. He participated and completed the first German course of studies for direct marketing at the Bavarian Academy of Advertising (BAW) in Munich.

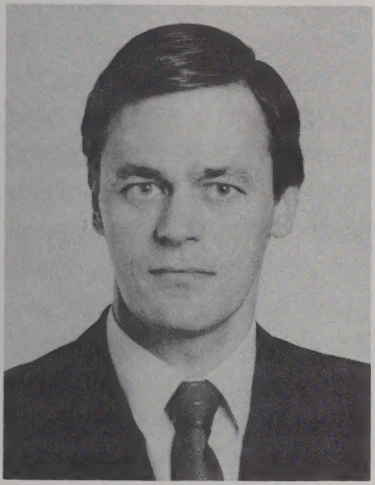
SPOTLIGHT...

CONTINUED FROM PAGE 6

project, Audience Recognition and Interpretation of the Visual Metaphor in Film and Television, is part of a panel discussion on visual media at the Conference on Culture and Communication, Temple University. She received her BA in Spanish and Communications from Muhlenberg College, Pennsylvania, where she graduated magna cum laude.

Vicki White Matus joined LINK in 1988 as manager of primary research. She is responsible for the management and implementation of ongoing, in-house, and proprietary custom surveys. Her areas of expertise include sample design, questionnaire development, and statistical analysis. Prior to joining LINK, Matus spent several years working as assistant to the chairman of Neurosurgery at Mt. Sinai Medical Center, New York City, where she coordinated the clinical research program. Matus holds an MBA from Columbia Business School. In conjunction with her studies, she served as a market research consultant for a major New York bank.

Welcome Aboard



MARK STIRLING

Mark Stirling has joined Page Publishing Co. Limited as chief operating officer. Page, in partnership with IDG Communications, publishes *Computer Data* and *Direct Access* magazines in Canada.

Prior to joining Page, Stirling was president and founder of IDC Canada. He enjoyed a very successful five year tenure at IDC. He quickly established IDC as the dominant supplier of market research to the information processing industry, demolishing larger, more established competitors in the process. As a result, he won the Chairman's Award for best International Manager last year.

Page Publishing Co. Limited has also appointed **Roland Klassen** to the position of director of operations. Prior to joining Page, Klassen was vice president and also a founder of IDC Canada. He was instrumental in IDC Canada's spectacular success in becoming the recognized leader in quantitative and qualitative analysis of the Canadian information processing market.

As did Stirling, Klassen also won numerous acclaims and awards during his tenure at IDC. His most recent award was for the IDC Canada in-house "Company Morale" competition. He had the winning entry, as well as the first three runners-up in the worst joke category.

ROLAND KLASSEN

Computerworld Taiwan has announced two new members to their team. **David Lin** was brought on board as editor-in-chief in May. For three years he was editor-in-chief of*PC Magazine Taiwan* , and for 5 years, was a journalist for *Economic Times*, the largest commercial newspaper in Taiwan.

Lin enjoys a high reputation in computer enterprise and has been elected as the most authorized reporter in computer journalism.

Shirely Yeh, sales/director of *Computerworld* ,joined the IDG Taiwan team in April. Yeh was the executive editor of *The Third Wave* magazine for two years. After that she was the chief editor of *InfoPro*, a biweekly, and then went on to become deputy editor-in-chief of *InfoPro Monthly* and the *Micro Tech Journal* magazine for Transdata Research Co.

Yeh has over 8 years of experience in the marketing and promotion areas of computer products in Taiwan. Her most recent position was as vice president of *PC Magazine Taiwan* before joining *Computerworld Taiwan*.

Continued on page 10

LANDMANN PROVIDES INSIGHT

Fritz Landmann, President and publisher of *Computerworld,* recently delivered a speech to the Peninsula Marketing Association (PMA). Landmann provided insights on the impact of technology and competition on the corporate information systems charter.

Landmann pointed out some of the problems that have led to a loss of U.S. leadership in such areas as machine tools and consumer electronics. However, he responded with affirmation when asked the question: Can information technology help the U.S. to fight back and survive in the global marketplace? A recent *Computerworld* survey revealed that information systems are the most important competitive tool for the 1990's.

Landmann believes that the trends in computer technology that will guide future information systems will be very large scale integration (VLSI), putting more and more computing power on less and less real estate, and determining the kinds of systems that will be available.

Finally, the role of the personal computers cannot be

CONTINUED ON PAGE 12

FRITZ LANDMANN ADDRESSING THE PMA

WELCOME ABOARD...

CONTINUED FROM PAGE 9

Both Yeh and Lin have helped make the first issue of *Computerworld Taiwan* successful in both promotion and ad sales.

IDG Communications Research Services has appointed **Janet Argersinger** to the position of personal computer market analyst. In this position, Argersinger will provide all PC-related secondary research and analysis in support of the sales and marketing functions within the IDG Communications publications. She will cover systems, peripherals, software applications, and communications.

Argersinger's background includes experience in both high technology and primary and secondary market research, including marketing functions at Tekscan and the Magnavox CATV division.

A summa cum laude graduate of Alfred University in New York, she graduated with a double major in Finance and Marketing, while minoring in Computer Information Theory.

The new IDG mailroom assistant, **Herb Cohen,** has been hired by the Finance and Accounting Departments. He will be responsible for the distribution of both domestic and international mail. Prior to joining IDG, Cohen attended Massachusetts Bay Community College, where he majored in theater. His main interests lie in acting, singing, music, and computers.

Catherine Smith, *PC World's* newly appointed editorial administrative assistant, is from UC Berkeley, where she received a degree in English. Smith plays the violin and enjoys tennis, sailing, and photography.

Michelle Beaulieu, originally from Maine, and a recent graduate of Simmons College, has been hired at *Network World* as a copy editor. She will be using an ATEX computer to edit weekly feature and news stories. ☐

ANNIVERSARIES

Thirteen Years
Haines Gaffner - LINK Resources
Theresa Leblanc - Financial Services

Twelve Years
Christine Hiehler - IDG Germany

Eleven Years
Barbara Howell - CWCI Australia

Nine Years
Janet Sparre - Financial Services

Eight Years
Bernell Wright - LINK Resources
Maureen Sullivan Falzone - CW Publishing
Kathleen Heeney - LINK Resources

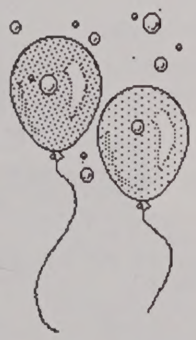
Seven Years
Mary Hartwell - IDG/P

Six Years
Richard Ward - CW London
Bernie Hockswender - CW Publishing
Dianne Ritson - IDG/P
Barbara Adamson - PCW Communications
Peter Bartolik - CW Publishing

Five Years
Monique van Drunen - IDC Benelux
Stefanie Schoenberger - IDG Germany
Thomas Gergelyfy - IDG Germany
Ole Hansen - CW Denmark
Hans Marquardt - Financial Services
Bonnie Monte - PCW Communications

Four Years
Luis Carlos Mendes - CW Brazil
Ney Seara Kruel - CW Brazil
Egon Margraf - IDG Germany
Nancy Potter Thompson - IDG/P
David Rosen - LINK Resources

Three Years
Alberto Garcia Bonanchi - CW Brazil
Maria Isabel Moreira - CW Brazil
Monica Machado - CW Brazil
Corinne Schmidt - CW Switzerland
Ralph Finos - IDC
Helmut Sedlmeier - IDG Germany
Renate Regnet - IDG Germany
Alan Ryan - CW Publishing
David Parker - IDG
Robert Diftler - PCW Communications
Gail Potthoff - CW Publishing
Julie Cooke - CW Publishing
Claudia Burger - IDG Germany
Richard Landry - PCW Communications



Two Years
Leo Reichlin - CW Switzerland
Terry Watson - CWCI Australia
Christina Lautenbacher - IDG Germany
Jutta Zimmermann - IDG Germany
Peter Kinast - IDG Germany
Rolf Schauder - IDG Germany
Ute Bahn - IDG Germany
Elizabeth Withrow - PCW Communications
Mark Glasner - PCW Communications
Randi Franco - FCW
Christine Syrene - IDG/P
Robert Jones - InfoWorld
Judy Polasky - ITI
Eric Rucker - PCW Communications
Cherie La France - PCW Communications
Ira Johnsen - CWCI Australia
Kathleen Drapeau - ITI
Lincoln Belford - ITI
Madeleine Disalvio - PCW Communications

One Year
Abbie Lundberg - CIO Publishing
Linda Pipines - CW Publishing
James Shannon - Digital News
Lars Mieritz - IDC Scandinavia
Harald Brechtl - IDG Germany
Ute Ritter - IDG Germany
J. Weston Parker - IDG/P
Soren Kargaard Nielsen - PCW Denmark
Michael Gardner - PCW Communications
Steve Fluty - FCW
Douglas McLeod - IDC
Larry Willets - IDC
Kurt Carlson - IDG
Donna Maki - IDG/P
Violet Despres - IDG/P
Ruth Henrich - PCW Communications
Caroline E Craig - InfoWorld
David Missle - CW Publishing
Richard Schreiber - IDC
Carol Anderson Porter - IDG/P
Janet Cote - IDG/P
Mary Margaret Lewis - PCW Communications

Landmann...

CONTINUED FROM PAGE 10

ignored. Rapidly becoming a commodity item, PCs have changed the world of corporate computing during this decade, and will continue to be an important factor.

Landmann concluded, "What is needed are people who can grow and adapt quickly to change. This requires people who know who they are and who are comfortable with themselves. The companies that will be market leaders will be those that can identify these kinds of people and make the best use of their abilities." ☐

IDG WORLD UPDATE

EDITOR/DESIGNER
DEBORAH BUTLER

HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

DISTRIBUTION MANAGER
CHRIS CONNERY

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IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

Nuts & Bolts

The IDG Communications S.A. office in France will be closed on Monday and Tuesday, August 14th and 15th. Please make a note of these days for your reference.

For sale or rent with option to buy: Franklin, MA. $74,500. Desirable top floor, courtyard end unit. Within walking distance to train and shopping. Excellent condition with brand new appliances and flooring. Neutral carpet in living room, white walls. If interested, please contact **Alice** at (508)620-7702, or ext. 702.

For sale: Minolta X700, 35mm camera. 3 modes, program, aperture priority, and bulb AE lock. Preview self-timer and more. 80mm-200mm zoom lens, 28mm wide angle lens, 2x converter, autowinder, cable release, original box and instruction manual. Originally $710. Asking $350., or best offer. If interested, please contact **David** at (508)879-0700, ext. 641, or **Randi** at (508)467-5976.

Homes needed for four 10-week-old kittens and mother. Kittens are: gray/white (male); gray tiger (female); black/white (female); and brown/white (female). Mother cat is a tiger cat with green eyes.

All have been feline leukemia tested (negative) and have had their shots. If interested, please contact **Sheryl Merchant** at (508)935-4725.

Female roommate wanted. Natick, 4 bedroom, 2 bath house. Large, sunny rooms, hardware floors, washer and dryer. $400/mo. (includes utilities). If interested, please contact **Cheryl** at (508) 653-9740.

THANKS!

The *IDG World Update* would like to thank

LINK Resources
Peidi Hui
and
Karen Elliot

For their contributions to this issue.

IDG
WORLD
UPDATE
Volume 19, Number 25
July 24, 1989

Macworld Launched In Denmark

MAC WORLD DANMARK
REGNEARK
Excel, Wings & Full Impact
MAC I NET
AppelTalk, Tops & Silverserver
SÅDAN
FÅR DU GRATIS PROGRAMMER
HYPERCARD-SKOLEN
TEKSTBEHANDLING - SIDSTE NYE VERSIONER AF: MACWRITE II, WORD 4.0 & FULL WRITE

It has been somewhat of a "tour de force" for the small staff at *PC World* to bring the first issue of *Macworld Danmark* to the public.

While Denmark has one of the world's highest numbers of personal computers per capita, with IBM as the dominant supplier, the installed base of Macintosh computers has been relatively low until recently. One-and-a-half years ago, Apple opened up their own subsidiary and managed the first year to triple the sale of Macintosh computers. This year, Apple Denmark expects the sales to double, a sales growth they expect to hold until they have reached a 20% share of the market.

Shortly after Apple established their office in Denmark, it was clear that they would soon escalate from a very insignificant distributor, to one of the major players in the field. At an early stage, *PC World* dedicated a special section of the magazine to the Macintosh. "But our competitors on the Danish market were quick to follow in our steps," commented **Knud Erik Madsen**, editor-in-chief of *PC World* . "The rapid growth of Apple Denmark prompted the decision to launch a dedicated magazine for the Macintosh market."

"The ability to quickly advance into a new market is very important for us," stated managing director **Preben Engell** of IDC Communications A/S in Denmark. "At a very early stage we launched *Macworld Danmark* and entered into a new market. By displaying such a massive initiative, we hope to both establish our position and, taking into consideration the limited size of the

CONTINUED ON PAGE 2

MACWORLD DENMARK...

market, we hope to be the only magazine in this specific market."

"With the Mac being heavily underestimated, the third party vendors as well as the dealers have been very interested in placing ads in the magazine," explained sales manager **Leif Rasmussen**, *PC World* . "We planned the first issue to be 40 pages with approximately 18 ad-pages, but in the end we finished with a magazine of 60 pages and 22 ad-pages.

As the dealers, we are very anxious to broaden the knowledge about the Macintosh computer. We have been able to locate the subscribers, and help the dealers. Both Apple Denmark and a number of the major dealers and distributors have mailed their customers free subscription offers. The dealer pays the production price of the magazine, and those customers who are interested receive the first four issues of *Macworld Danmark* for free. Due to this arrangement, we were able to print more copies of *Macworld Danmark* than there were installed Mac's. Dealers and distributors used the magazines as a way of introducing the Mac to new customers," explained Rasmussen.

BEHIND THE SUCCESSFUL LAUNCH OF *MACWORLD DENMARK*, ARE EDITOR-IN-CHIEF, KNUD ERIK MADSEN AND SALES MANAGER, LEIF RASMUSSEN

"In this first year of *Macworld Danmark* we plan to bring out four issues, each averaging 60 pages," stated Madsen. "*Macworld Danmark* is currently being produced by the same staff which produces *PC World Danmark*. But, with plans to increase its publication rate from 14 to 17 times a year, and raising the number of *Macworlds* to 8 issues next year, we will have to increase our staff. Currently we have six people. In the editorial side we have two employees and a secretary, and at the sales department there are two employees and a secretary."

Engell stated, "We were very excited to learn the figures for the first issue of *Macworld*. We knew it was going to be expensive to produce, since we had to get external layout assistance in order to make the magazine nice, but also different from the layout of *PC World Denmark*. But the bottom-line on the first issue was a small profit. Later on, when we increased our staff, we forsaw problems, but with the reception the market has given the new magazine, we are very optimistic."

☐

SPOTLIGHT: IDC FRANCE

IDC France was founded in 1981 in Paris. Located above the famous cabaret, "Crazy Horse," since 1985, IDC France now employs 14 permanent staff and part-time members. Besides selling IDC worldwide studies and services, IDC France would like to concentrate on developing more French products and services in order to increase sales to French vendors and end-users.

(L to R) Carmen Serre and Catherine Dumazet

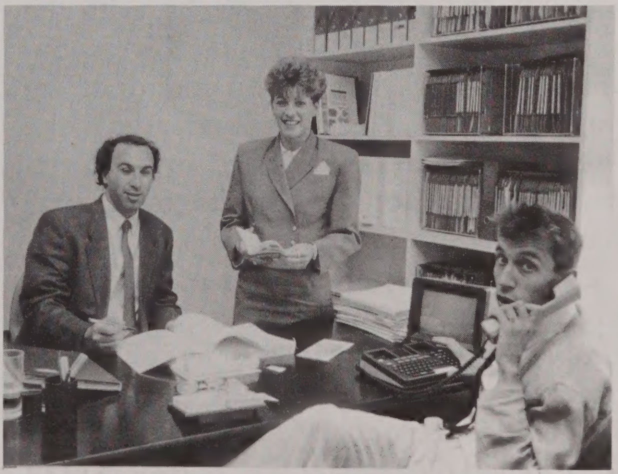
Pascale Turpin

The research program at IDC France covers several areas: PCs, multi-users, peripherals, telecommunications, and software and services. For each area, notes on the French marketplace and vendor profiles are published and updated. The company's newsletter, *EDP France*, is published once a month. Conferences are held by French consultants on themes such as mainframes and PABX.

The customized consultancy service in France carries out specific studies to help clients build their marketing and development strategies.

The Market Information Service (MIS), one of the oldest services at IDC France, in now dealing with 23 clients. MIS recently managed to sign DEC. In the library, vendor files are prepared with brochures and press kits. MIS is one way in which IDC France is able to access IDC's worldwide database. Two datafiles are available in France, user files and VAR files.

The Sales and Marketing Department at IDC France was completely restructured at the beginning of 1989. Its policy is to offer more targeted and flexible packages of products and/or services. IDC France offers valuable information based on client needs according to market (PCs, peripherals, telecomms),


(L to R) Franck Chetrit, Alda Bauge, and Bertrand Lebel

CONTINUED ON PAGE 4

SPOTLIGHT: IDC FRANCE

geographical areas (France, Europe, worldwide), as well as the kind of information (qualitative, quantitative, and customized research).

A special project being undertaken at IDC France is the GRADD system. The GRADD system combines desktop storage and retrieval of IDG News Service Files with powerful searching algorithms to facilitate quick and easy topic research and information about the computer industry. The first version of the software was developed by IDCer **Ken Wachs**, who serves as software manager at IDC France. Wachs, with the company since November of 1988, is responsible for solving DP problems and for developing new tools. He has been released to the research team at IDC France to undergo vigorous testing before it makes its commercial debut sometime in August.

(L to R) Guillaume Tostain, Eric Ochs, Ken Wachs, and Morgan Davio

Catherine Dumazet serves as managing director of IDC France. Dumazet joined the company in October, 1988 as its consulting group manager, and became manager of IDC France in January of 1989. **Carmen Serre** joined the team at IDC France in May of 1988, and holds the position of assistant to the managing director.

(L TO R) Florence Loeillot, Erick Chauvelot, Monique Cosson, and Paul Durel

Accounting functions are handled by **Pascale Turpin**, with IDC France since September of 1985.

Frank Chetrit, sales and marketing manager, joined IDC in February, 1989, and is responsible for the marketing and selling of all IDC products and services. Consulting manager **Bertrand Lebel** came on board this past May and is in charge of organizing the customized studies. The marketing and sales assistant at IDC France is **Alda Bauge,** who joined the company in February, 1989.

Monique Cosson, operations manager for

(L to R) Cecile Mina, Monique Cosson, and Gerard Ourghanlian

CONTINUED ON PAGE 5

SPOTLIGHT...

IDC France, has been with the company since March of 1986, and is responsible for the datafiles and MIS. The MIS clients service executives at IDC France are **Florence Loeillo**, and **Erick Chauvelot**, with IDC since January, 1989. Most of their time is spent handling client inquiries. **Paul Durel** joined IDC France in April, 1989 to serve as the company's librarian, and is responsible for all facets of the library.

Guillaume Tostain, research manager, joined IDC in March, 1988. He organizes French research and is a specialist on the systems market. Consultant **Eric Ochs** specializes in telecommunications, and has been with the company since January of 1988. **Morgan David**, consultant, writes the company's newsletter, *EDP France*, and is a specialist on software and services. He joined the company in February of 1989.

Cecile Mina joined IDC France in December, 1988 as an interviewer for customized surveys or local research. Marketing file assistant **Gerard Ourghanlian** recently joined the company in March 1989, and takes care of the company's internal marketing file. The newest member, **Djamila Amazouz**, joined the team in June, 1989 and serves as the receptionist for IDC France. ☐

POWER PLAYS BY IDC'S "TREND LINE DRIVERS"

In the first game played by IDC's softball team, the "Trend Line Drivers" strong, rib-splitting pitcher, **Kathy** "Dr. K" **Collins**, helped deliver the team to a whopping defeat of 20-12 at NCR's Brophy Field.

It was a seesaw battle for the first six innings, and at the end of the sixth, IDC was down 12-11. Advancing to the plate at the top of the seventh, **Paul** "Dr. Strangeglove" **Pastrone** led off with a strong single to left field. **Mark** "Car Wrecker" **Leary, Doug** "Mr. Softball" **McLeod,** and **Peter** "Long Ball" **Burris** followed the lead and had base hits. Pastrone came home on Burris' single to tie the game. With bases loaded, and one out, **Matt** "Rookie" **Toolan**, a newcomer to the softball circuit, came through in the clutch to hit a grand slam home run to right center field, and to put IDC ahead for good.

The IDC "Trend Line Drivers" once again took to the road and trounced "Silver Vision" with a score of 27-10 at their home park in Newton.

The "Trend Line Drivers" displayed their prowess behind the plate with home runs by Burris (3), Toolan (2), Leary (1), and **Pete** "Sweet Feet" **Mirsky** (1). This show of power was aided by the consistent hitting of Pastrone, McLeod, **Brian** "Utilityman" **Clarke**, and "Magic" **Mike Mullin**. "The Trend Line Drivers" also welcomed the excellent first-time-ever playing by **Pierre Jungling**. This batter's barrage was aided by the outstanding fielding by **Jennifer Carr** and **Anina Petersen** from CSC.

Collins pitched a great game, only letting up five runs in six innings. The remaining runs were let up by Burris, who came on to give himself some relief from action-packed left field. The week's Longest Ball Award went to "Car Wrecker" Leary for a shot that cleared

CONTINUED ON PAGE 6

IDC "TREND LINE DRIVERS"...

the center field fence.

In its third encounter, the IDC "Trend Line Drivers" tripped up a Data General All-Star team, 13-11, on Wednesday, July 12. It was a homefield contest under the Reardon powerlines, and Data General was dominated by impressive IDC hitting, fielding, and baserunning. The "Trend Line Drivers" vice-like defense was lead by the sparkling play of walk-on "Fingers" **Dave Vellante** and surehanded Mirsky, while **Michelle Callin** and **Jay Bretzman** provided clutch hitting.

However, the real hero of IDC's third straight victory (3-2) was Captain **Donald** "Stretch" **Bellomy**. Confidently flashing the signs of brilliance that has endeared him to IDC softball fans over the years, Bellomy led the IDC charges with aggressive play behind the plate and bold baserunning, consistently stretching singles into two and even three baggers. A threat to score from anywhere, Bellomy brings the excitement back to IDC softball that had been missing despite the long-ball hitting of Burris (7 HR's in the season), Leary (4), and Toolan (3). □

FRANCE BRIEFING SESSION A SUCCESS

IDC's France's Briefing Session, held in Paris on May 17, 1989, was a tremendous success! According to **Monique Cosson**, operations manager at IDC France, the number of attendees increased by 40% compared to 1988.

As in the previous year, an award was presented to the "Man of the Year" in the French market. This year's recipient was Michel Aguerreberry, managing director of Agena, one of the main French Value Added Resellers. Aguerreberry was noted for his key role in developing the regional implementation of his company.

Topics and speakers at the session included: "The French Market and its Needs: Results in 1988 and Forecast in 1989," presented by **Bertrand Lebel** of the IDC France Consulting Group; Three User Surveys, PC Purchase, UNIX, and Local Area Networks was delivered by **Catherine Dumazet**, managing director of IDC France; "Vendor Strategies for the 1990's" was given by **Martin White**, managing director of ETSG London; "International Markets and Competition" was offered by **David Moschella**, senior vice president of IDC's Computer Research Systems; "Personal Computing 1989: An Industry at the Crossroads" was presented by **Thomas Swithenbank**, president of IDC; "Who's Winning the Workstation War?" by **Martin Hingley**, research director of ETSG London; and "Computer Industry: Review and Forecast" was delivered by **Robert Tasker**, vice president of IDC's Software Research Group. □

IN THE NEWS...

Adweek's Marketing Computer recently listed *Federal Computer Week* as one of the field's most dramatic success stories.

One of trade publishing's newest, *Federal Computer Week* has experienced tremendous growth in the last year. In 1988, advertising revenue alone grew by more than 100%.

Marketing Computers attributed partial success to the advertising boost received from a trend in federal policy toward using off-the-shelf products rather than customized systems. *Federal Computer Week* has also established the ability to successfully tap into the lucrative trade-show market. □

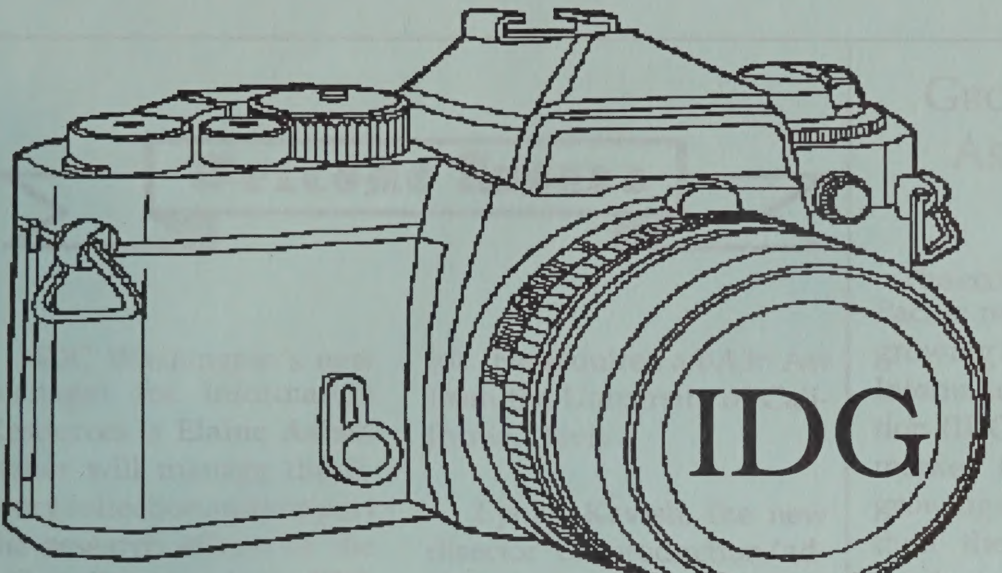


PHOTO CALENDAR CONTEST

Capture your world on film! Your chance for world-wide recognition is back; The 6th annual IDG photo Calendar contest is underway! If you are an IDG employee-carve your place in history, send us your best photos. The twelve most outstanding photos will earn a place in the 1990 IDG Calendar

•Winners will receive:	1st Prize	US$250
	2nd Prize	US$100
	3rd Prize	US$75
	Honorable Mention(9)	US$50

•All photos will be judged by a panel of IDG representatives.

•Submit up to two color or black and white glossy prints or 35mm slides. Photos must be submitted as developed; no retouching will be allowed. Photos will be returned upon written request.

•Entries must be clearly labeled with your name , business address, and telephone number.

•Please send photos to:

IDG Photo Contest
C/O Jennifer Carr & Greg Welch
Cudaback Strategic Communications
5 Speen Street
Framingham, MA 01701

•PHOTOS MUST BE RECEIVED BY SEPTEMBER 8, 1989

Welcome Aboard

IDC Washington's new manager for Information Resources is **Elaine Asher**. Asher will manage the library collection and support the research efforts of the office. Prior to joining IDC, Asher was a technical librarian for Grammar Data Systems. She received her MLS from the University of Maryland, and a BA in Art/History from the University of Pittsburgh. Asher enjoys singing in her church choir when she is not with her cub scout and two cats.

Patrick Ferrell has joined IDG Peterborough as the new publisher for *GamePro* magazine. Before joining the Peterborough division, he was a controller and responsible for accounting and operations. Ferrell received a BS in Accounting from the USC, and in his spare time he enjoys golfing and carpentry.

IDG Peterborough has hired **Michael Kavish** as the art director for *GamePro*. Previously he was at Superplay, Inc. as creative director. He acquired a BA in Art from the University of California, Davis.

Lynne Kavish, the new director of production/administration for *GamePro*, held the same position at Superplay, Inc., the former publishers of *GamePro*. She will assist in all aspects of production and administration. Her hobbies include, jazzercise, skiing, cooking, and spending time with her two children.

InfoWorld's new business manager for Financial Planning and Accounting is **Robert Peterson**. Peterson comes from Unisys Corporation where he was a senior financial analyst and responsible for accounting consolidations and controls. He received his MBA at the University of Texas, Arlington.

Amy Samborn, editorial assistant for *InfoWorld*, will be responsible for maintaining databases of reviews, and answering inquiries. Samborn received a BA in English from UC Berkeley.

□

GROWTH IN THE ASIA/PACIFIC REGION

The economy of the Asia/Pacific region is the fastest growing in the world today. International Data Corporation (IDC) reports that the market for computers is growing significantly faster than the gross domestic product (GDP) and will continue for the next five years.

"While Japan alone accounted for 82% of the value of hardware shipments in 1988, Korea and Taiwan are expected to have the highest rates of shipment growth over the next five years," stated **Tina Over**, research director of IDC's Pacific Planning Service.

In comparison, the Australian market, the second largest in the Asia/Pacific region, is one-tenth the size of the Japanese market. Thailand and Hong Kong are ranked numbers three and four, respectively.

Approximately 2.3 million PC's were shipped to the Asia/Pacific region in 1988, and by the end of the year, the installed based rose to nearly 11 million units region-wide.

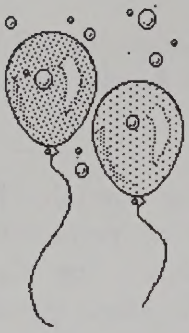
One of the major catalysts for market growth is the Japanese effort of direct investment to the Asia/Pacific region. □

ANNIVERSARIES

Twenty-one Years
William Leitch - World Expo

Eight Years
Scott Mace - InfoWorld

Jeffrey Pennett - CW Publishing



Seven Years
Ailsa Russell - IDC Australia

Six Years
Robert Luhn - PCW Communications

Anindya Bose - LINK Resources

Five Years
Barbara Schoenberger - IDG Germany

Four Years
Gregor Henger - CW Switzerland
Stephen Ireland - CWCI Australia

Three Years
Jean Marc Harion - IDC France
Karin Quack - IDG Germany
Rosanne Reynoso - PCW Communications
Angela Normington - CW Publishing
Laura Livingston - IDG/P
Walter Clegg - PCW Communications

Two Years
Jonathan Rogers - Financial Services
Monika Griegel - IDG Germany
Kelly Nadir - InfoWorld
Patrice Powers - CW Publishing
Karin Mehlstaeubler - IDG Germany

One Year
Ira David Shull - Connell Communications
Alan Nelson - CW Publishing
Gordon Plutsky - Digital News
Judy Callahan - IDG
Mary White - IDG/P
Varvara Auer - IDG/P
Tracey Capen - InfoWorld
Andrew Faulkner - PCW Communications
Martha Katt - PCW Communications
Mary Ann Williams - IDG/P
David Weisberg - Connell Communications
Lashawn Durden - IDG CI
Michael Alexander - CW Publishing
Sharon Berman Kern - IDC

FIRST NATIONAL SOFTWARE CONFERENCE TO BE HELD IN THE USSR

IDG West Germany will organize the first national software conference in the USSR. The event is planned to take place from the 18th until the 22nd of June, 1990 in Moscow. The conference will be part of the first bilateral exhibition in the USSR of computer hardware. For this function IDG will use a large pavilion at the Moscow Technology and Exhibition Park. Available exhibition space will be at least 6.5 square meters. The conference activities will take place in the same building.

While the West Germans will search for western companies to show their products in Moscow and invite western experts to join the conference, the task of organizing hotel rooms, catering, conference materials, etc. in Moscow will be done by ICE, the new joint venture between IDG and the state committee for printing, publishing, and book trade. To fulfill this task, ICE will work together with the state committee for science and technology and with the state committee for technology and information. IDG and ICE expect more than 100 exhibitors to join the fair, with about 30 of them from the USSR. ☐

People
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Have you recently…

________ won an award?
________ made a speech?
________ completed a course?
________ been appointed or promoted to a new position?
________ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

____
____
____
____

Name ____________________
Company ____________________
Department ____________________
Phone/Ext. ____________________

Engagement/Marriages:
Name ____________________
Dept./Title ____________________
Spouse's name ____________________
Date ____________________
Place of marriage ____________________
Honeymoon? ____________________

Births:
Name ____________________
Dept./Title ____________________
Spouse's name ____________________
Baby's name ____________________
Date of birth ____________________
Weight, Length of Baby ____________________

IDC ROYAL CRUISE LINE

Wanted keyboard and sax players. Do you play the keyboards or saxaphone? Have you always wanted to be a star? IDC has 2 openings in its band which has been formed to play live, on board the IDC Royal Cruise Line. Opportunity seekers please contact **Shelley** at (508) 934-4275, or **Bob** at (508) 935-4632. ☐

IDG WORLD UPDATE

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DEBBIE THISTLE

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IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

[illegible]

New [illegible] mark A/S will have a new address listing starting August 1, 1989. The new address for *Computerworld*, *PC World*, *CAD/CAM World*, and *Macworld* is:

IDG Danmark A/S
Krujmtappen 4
DK-2500 Valby
Denmark

Phone: 36 44 28 00
Fax: 36 44 20 33
Telex: 31566 cw dan

For rent. Framingham North/Mill Falls. One bedroom condominium. Eat-in kitchen, air conditioning, private entrance, pool, and tennis. $615/mo. Available September 1st. If interested, please call **Dee** at (508) 881-5791.

For rent. Newtonville. Female roommate wanted. Non-smoking, professional. Close to public transportation. $300 +/U. Mostly furnished. Available August 1. If interested, please contact **Diana** or **Stella** (617) 969-7707.

For sale. Framingham North/Mill Falls Condominium. $82,900. Large eat-in kitchen. New, no-wax floor. Oak cabinets, 6-month-old rugs, air conditioning, private entrance, pool and tennis. Less than 2 miles from IDC. If interested, please call **Dee** at (508) 881-5791.

For sale. 1985 Yamaha Virago XV700 Motorcycle. Asking $1,800 or best offer. If interested, please contact **Debbie McKenna** at (617) 482-8470, or evenings (617) 395-0903.

THANKS!

The *IDG World Update* would like to thank

URSULA KRAUS
MACWORLD DENMARK
MONIQUE COSSON
AND
DOUG MCLEOD

For their contributions to this issue.

IDG
WORLD
UPDATE
Volume 19, Number 26
July 31, 1989

NEW PRESIDENT FOR *INFOWORLD*

InfoWorld Publishing, Inc. announced the appointment of **Terri Hamilton** as its president and chief executive officer on July 25, 1989. Hamilton will also serve as publisher of *InfoWorld*, a leading weekly newspaper for personal computing professionals.

Most recently, Hamilton was employed by Ziff-Davis' *PC Week* as the associate director of marketing.

Patrick McGovern, chairman of IDG Communications, the parent company of InfoWorld Publishing, stated, " We are delighted that Terri Hamilton has rejoined us in this key position." While formerly at IDG, Hamilton did an outstanding job as publisher of *inCider*, the leading magazine for users of Apple Computer's most popular product line. Hamilton's additional publishing experience includes VP of sales and marketing for Mitch Hall Associates, a publishers' and trade show rep firm. In this capacity, Hamilton was a highly effective sales representative for *InfoWorld*, and a partner in Publishers Resource International (PRI), a publishing consulting company.

McGovern added, "*InfoWorld* has been the most rapidly growing major computer publication in the United States during the past six months. Hamilton's talents and experience are just what is needed to further advance the magazine's growth to one of the largest computer publications in the world."

Eric Hippeau, whom Hamilton replaces, is leaving the company for personal reasons to pursue other publishing opportunities. □

INFO WORLD

FROM THE TEST CENTER

Eleven 33-MHz 386 Thoroughbreds

InfoWorld tests the fastest of the fast. See Page 81.

JULY 24, 1989 — THE WEEKLY FOR PERSONAL COMPUTING PROFESSIONALS — VOLUME 11, ISSUE 30

Six-Pound Zenith Minisport Uses 2-Inch Minidisks

ALR Systems Unleash 486 Power

MCA-Based Powercache Machines Fully Utilize 128-Bit Burst Mode

FIRST LOOK

ALR's Memory Caching Puts Its 486 on Top

IBM Prepares to Release Five RISC Workstations

Apple Ready to Announce Long-Awaited Portable Mac

THIS WEEK

AT DEADLINE

Judge Acts to Narrow Apple/Microsoft Suit

SPOTLIGHT: RECEPTION AREA OF IDG COMMUNICATIONS/PETERBOROUGH

IDG Communications/ Peterborough, publishers of *AmigaWorld, Run, inCider, CD-ROM Review, PCResource, GamePro*, and *Portable Computer Review*, is located in Peterborough, New Hampshire.

The reception area at IDG Communications/Peterborough has the overall responsibility of being knowledgeable regarding every aspect of IDG. **Liz Abbott**, receptionist and supervisor, states, "It is very important to know what products we have and who is responsible for what. We depend on the many diverse departments to inform us about the new products coming up in the field, and any changes they might have."

The primary purpose of the reception area is to be informative, friendly, and courteous to all callers. To some people, it is the only contact they have with the company. First impressions are certainly important in this case.

Peterborough's four receptionists are recognized for greeting their guests with a friendly attitude, promptly assisting in answering questions and directing the caller to the right contact person in the company.

LIZ ABBOTT

VI DESPRES

The receptionists at IDGC/P also work with other departments in the company. They are frequently seen labeling and inserting envelopes, hand-addressing invitations, typing, and preparing media kits.

Abbott, receptionist with IDGC/P since October of 1981, serves as the area supervisor. She also works with the Human Resources Department two hours a day. Abbott grew up in the White Mountain area of New Hampshire and was married in 1964. After moves to Georgia, Texas, and Pennsylvania, she now lives in Lyndeborough. Abbott's son, Mike, is busy studying business management at Green Mountain College in Vermont, with one semester remaining. Daughter Lisa attends Keene State. She enrolled in the elementary education program and will complete her studies in a year-and-a-half. Abbott commented, "I keep busy with my interests: knitting, crewel, reading, photography, and listening to Christian music."

Vi Despres is a native of Peterborough and has been employed with IDGC/P since July of 1988. A part-

CONTINUED ON PAGE 3

SPOTLIGHT...

time receptionist, Despres can be found at the switchboard from 9:00 a.m. to 1:00 p.m. Despres and her husband, David, a sales representative for Loren Dyer, have three grown married sons. In her spare time she enjoys reading, gospel music, ballroom dancing, camping, and flying.

Receptionist **Donna Maki** was born and raised in the New Hampshire area. After attending travel school in Pittsburgh, PA and living in Florida for seven years, Maki has returned to New Hampshire. She has been working at IDGC/P since July 5, 1988 and states, "I enjoy it very much. The people are very friendly and nice to work with." Maki's interests include camping, tennis, and swimming.

DONNA MAKI

LINDA POTTER

IDGC/P's receptionist, **Linda Potter,** has been married for 18-1/2 years. She and her husband, Jim, a transmission engineer with New England Telephone, have two children, Jeff, 17 and Kerri, 14. Originally from Keene, New Hampshire, Potter moved to Framingham, MA for four years then to Manchester, NH for about 18 months. Their dream house was found in Peterborough where they now reside. Potter serves as a tutor for a special needs program at a local school and attends Keene State College where she is pursuing a teaching degree. In her spare time Potter likes to travel, read, and sew.

□

People

Promotion

Dusty Roady has been appointed to the position of marketing communications manager of *Publish!* magazine. Prior to this appointment, Roady was a market analyst for *Macworld* and *Publish!*

Promotion

Judy Dandison, a member of IDG World Expo, has been appointed to account manager for World Expo Marketing Services Group. With this position comes the opportunity for Dandison to work with **Cheryl Dulac**, promoting the IDG/CMG events.

Course Professorship

Moira Saucedo, Federal Computer Week's production manager, will be teaching a graduate-level course at George Washington University starting in late September. The course is entitled, "The Computer in Type and Graphics," and is part of the Publication Specialist Program, a two-year degree program which offers three tracks: editing/writing, design, and production management. The Publication Specialist Program is part of George Washington's Division of Continuing

CONTINUED ON PAGE 4

People...

Education, which has also recently established a new certificate program in desktop publishing, the first of its kind in the nation. Anyone interested in attending these courses, please contact Moira at (703) 876-5112.

Birth Announcement

Karen Kugel, vice president of the Integration Group at IDC, gave birth to twins on July 7, 1989. Her son, Kurt George, was born first at 5:19 p.m. and weighed 4 lbs., 4 ounces. Her daughter, Christina Helain, was born at 5:20 p.m. and weighed 5 lbs., 3 ounces. The family reports that all three are doing well.

IDC's Karen Kugel

CONTINUED ON PAGE 6

East Coast News

What's the one place in the world you've always wanted to visit? Australia? How about Paris? Or perhaps Kenya? Maybe Cleveland? Whether you're an aspiring world traveler or just hoping to get out of Massachusetts for a while, now there's a way to make it possible, thanks to the "New & Improved" Employee Referral Bonus Program.

Here's how it works. For every referral you make that results in a hire within participating divisions you'll receive $400. Bonuses will be paid when your referred candidate has completed sixty (60) days of employment. Successfully refer three candidates in the course of the program year and you'll be eligible to participate in a special grand prize drawing. The winner of the drawing will receive a trip anywhere in the world valued at $2000, or $2000 in cash, whichever is preferred.

Rules and regulations do apply, and they are as follows:
The program year is June 1, 1989 to May 31, 1990. Referrals must be referred, hired, and begin employment within the program year in order to be eligible for the drawing.
There is no limit to the number of referrals an employee can make.
Successful referrals for casual part-time employees working a minimum of 20 hours per week will receive $200.
No awards will be made for transfers, temporary, or contract hires.
Rehires are not eligible unless one year has elapsed since termination.
Referrals must be submitted to your Human Resource Department on a referral form with a resume of the candidate.
Both the employee and the referral must be on the payroll at the time payment is made to be eligible for the bonus or grand prize.
Hiring managers are not eligible for a referral bonus within their own department.
Human Resource managers are not eligible to participate in the program.
Human Resource support staff are not eligible for a referral bonus within their own division or for the grand prize.

Welcome Aboard

At IDG Peterborough, **Ken Cole** has been appointed to the position of single copy sales analyst. Prior to joining IDG, Cole was employed by the Maine State Housing Authority as an accountant. His prior responsibilities were for mortgage and home improvement loans. Cole received a B.S. in Psychology and an A.S. in Business. He enjoys jogging, racquetball, and barbershop singing.

Newly responsible for IDG Peterborough's single copy sales is manager **John Childs**. He will be in charge of managing the newsstand sales. Childs came from Globe Marketing Services, where he was a regional sales manager responsible for the sales/marketing of publications in New England and management of field personnel. Childs is a graduate of the University of Maine, Portland. His recreational time is spent enjoying tennis and sailing.

PC World has appointed **Susan Simmons** as their sales account manager for the 408 area code. She comes from Saatchi & Saatchi, where she was a senior vice president in charge of advertising account management. Simmons received a B.A. in Commercial Art, and enjoys travel, food, and wine.

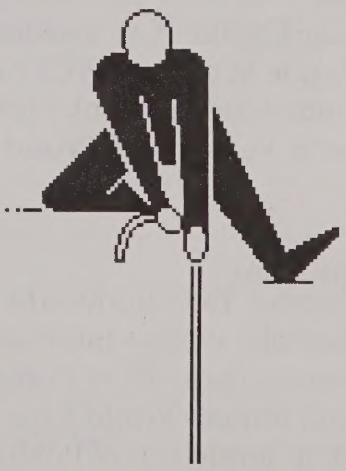
Vance Wadleigh has been appointed to the position of director of market/research. He will be responsible for positioning *PC World* in the premier slot, and developing and implementing support of market programs to increase revenue. Prior to joining *PC World*, Wadleigh was director of marketing at Honeywell. He received a Bachelors degree from S.I.U, and attended executive programs at Wharton and Harvard College. Wadleigh enjoys the guitar, karate, and all activities with his family.

Bonnie Nannini has been hired by IDG Peterborough as their new direct sales representative. Formerly employed by Personal Touch, she was responsible for telemarketing. In her spare time she enjoys drawing, painting, and bible study.

InfoWorld's Production Department has assigned **Carol Benioff** as production project coordinator. Benioff was recently self-employed as a free-lance contractor and painter. She received a degree in Graphics and Letterform Design, and enjoys painting in her spare time.

Digital News recently announced the appointment of **Cheryl Messia** to copy editor. Messia came from the *Middlesex News* in Framingham, MA, where she held the position of special sections editor. Messia is a graduate of Northeastern University, and holds a B.S. in Journalism.

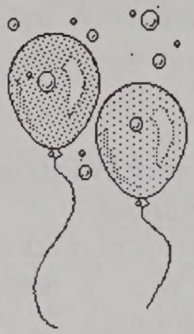
□



ANNIVERSARIES

Ten Years
Iris Killinger - IDG Germany

Five Years
Doreen Means - IDG/P
S. Driscoll-Coleman - CW Publishing



Four Years
Gina A Vanlue - PCW Communications
Jonathan Sacks - InfoWorld
Daniel W Sommer - InfoWorld

Three Years
Rebecca Furtado - InfoWorld
William Lee Pryor - Digital News
Erik Holsinger - PCW Communications

Two Years
David Raether - IDG/P
Jim Connell - Connell Communications
Julie Pitta - CW Publishing
Akan Ogelid - CW Sweden
Maggie Macrae - CWCI Australia
Thomas Swithenbank - IDC
Harry Versen - InfoWorld

One Year
Aloysius Yan - InfoWorld
Magnolia Wong - InfoWorld
Tammy Torp - PCW Communications
Peter Minor - World Expo
Kevin Burden - CW Publishing

GOOD NEWS

Congratulations to all IDG employees who participated in the CW Publishing blood drive on July 13, 1989. The blood drive was a tremendous success, according to the Red Cross staff. The total amount of donated blood (47 units) surpassed the target goal. The amount was enough to help more than 140 hospitalized patients. Special congratulations go to those six first-timers who overcame those "first-time jitters."

People...

Birth Announcement

Ann Dooley, editorial director for *Computerworld* Focus on Integration gave birth to a baby girl on July 9, 1989. Kathryn Dooley Dodge weighed 7 lbs., 13 ounces.

Sermon Presented

Julia Sweeney, IDC Survey interviewer, delivered her first sermon at The First Presbyterian Church in Brookline, Massachusetts. Sweeney, an elder in the church, and a well-loved Sunday school teacher, entitled her sermon, "You Can Make a Miracle."

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Have you recently...

______ won an award?
______ made a speech?
______ completed a course?
______ been appointed or promoted to a new position?
______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

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Name ______________________
Company ______________________
Department ______________________
Phone/Ext. ______________________

Engagement/Marriages:
Name ______________________
Dept./Title ______________________
Spouse's name ______________________
Date ______________________
Place of marriage ______________________
Honeymoon? ______________________

Births:
Name ______________________
Dept./Title ______________________
Spouse's name ______________________
Baby's name ______________________
Date of birth ______________________
Weight, Length of Baby ______________________

Nuts & Bolts

Effective with the November issue, *GamePro* magazine will be published monthly rather than bimonthly. This decision was made on behalf of the readers who have shown enthusiasm and a desire for more.

IDG WORLD UPDATE

EDITOR/DESIGNER
DEBORAH BUTLER

HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

DISTRIBUTION MANAGER
CHRIS CONNERY

CONTRIBUTING EDITORS
ANN BAKER
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MARY DOLAHER
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IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

IN THE NEWS...

Folio magazine recently ran an article entitled, "Launches: Learning from the Pros." **John Gallant**, editor of *Network World* was the featured writer for the article. Ultimately, Gallant explained the purpose of *Network World*, its advantages to the public, and how it was started.

Gallant stated, "In the early 1980's, IDG turned its attention to the growing needs among U.S. businesses for information about network technology, a need that would ultimately be addressed through the newsweekly *Network World*. Networks supporting voice, data and video communications were becoming increasingly important to businesses. In fact, networks were changing the way many companies did business, helping companies in industries as diverse as transportation and manufacturing gain a competitive edge."

Folio:

Launches: Learning from the pros

Circulation's new role

Business magazine ad pages up slightly

Perfect-bound titles offered new technology

Ad vs. promotion

A spin off of the successful bimonthly, *Computerworld On Communications*, *Network World* emerged in January of 1986. Since its inception, the magazine has met with editorial and advertising success. *Network World* was recognized as one of the 10 fastest growing trade publications in 1988, and last year it was voted, by two of the largest professional associations, as the most useful source of information.

THANKS!

The *IDG World Update* would like to thank

John Gallant

&

Liz Abbott

For their contributions to this issue.

IDG WORLD UPDATE

Volume 19, Number 26

August ~~July~~ 14, 1989

MACWORLD EXPO

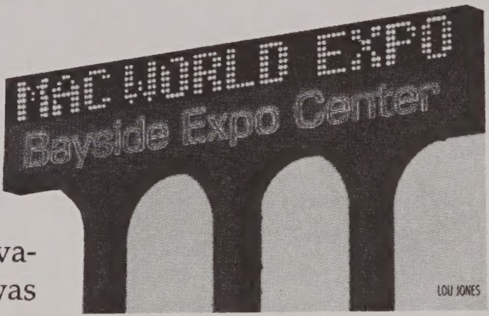
FIVE YEARS AND GOING STRONG. . .

The fifth annual MACWORLD Expo was held at the Wang Center, Bayside Exposition Center and World Trade Center, August 10-12, 1989. This years show celebrated its fifth year as the nation's most original and comprehensive Macintosh computer show.

More than 50,000 attendees who use, buy or work with the Macintosh came to MACWORLD Expo to meet other members of user groups from near and far in order to; exchange newletters and literature with other groups, share strategies ideas and success stories, hear about innovative programs other user groups have started, discover exciting networks that are growing rapidly, participate in dazzling demonstrations and, for the first time ever, to observe the Apple Technology Extravaganza. This event was hosted by Apple Computer and it gave attendees the inside story on product development, how Apple began, where its headed, and to see what exciting future developments are underway.

"The show floor was completely sold out," according to Mike Hallal, vice president/show manager for Mitch Hall Associates who co-sponsored MACWORLD Expo along with *Macworld magazine.*

The Expo, the largest this far, required 3 locations, and according to several exhibitors, was the best-run.



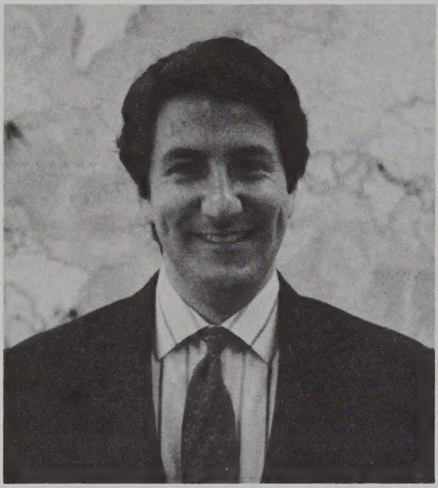
LOU JONES

In his opening presentation, John Sculley, Chairman of Apple Computer, Inc., demonstrated the Mac's talent as a future possibility for a multimedia platform. "Our goal has always been to create products that help ordinary people do extraordinary things. And to remember that our products also help extraordinary people do ordinary things."

More than 400 companies, occupying in excess of 1200 booths, displayed their Macintosh hardware, software, peripherals, and re-

CONTINUED ON PAGE 8

IDG HEADQUARTERS ANNOUNCEMENT



KELLY CONLIN

Kelly Conlin has joined IDG Headquarters as director of business development. In this capacity, he will be working with the executive committee and operating groups on planning and strategy for market development, acquisitions and new ventures.

Conlin began his career in broadcast journalism, working as chief assignment editor for Cable News Network, (CNN) in New York. He then moved to the New York Times Company, first as a reporter for the paper's business section, later moving to the strategic planning area of the company's magazine group, where he produced acquisition analysis marketing plans and other projects for the group's president.

Conlin graduated magna cum laude and phi beta kappa with a B.A. degree from Carleton College, and received his MBA degree from the Harvard Business School.

Conlin lives in Cambridge, Massachusetts with his wife, Liz who is a reporter for *Inc. Magazine*.

* * *

Audrey M. Leeds, born in Flushing, NY, grew up on her grandparents' farm in Waterford, Maine. She then moved to Wiscasset, a sea coast town where Leeds spent her teenage years. At the age of eighteen, Leeds left New England to attend Wells College in upstate New York.

Leeds has traveled extensively throughout the United States and has lived in the San Francisco Bay Area for the past ten years. Her younger brother, Loring, is an actor and lives in Santa Monica, California. Her mother, Esther Mitchell, a retired school teacher now lives in Boothbay Harbor, Maine.

Commenting on her return to New England, Leeds commented, "I'm excited about coming back to New England. I don't think I truly appreciated the beauty of the East until I left."

For the past eight years, Leeds has worked in the computer industry. Her first exposure to computers was in Palo Alto, California at Systems Control Technology. She and two engineers introduced a CAE matrix analysis software package for control design that ran on VAX equipment. Leeds explained, "Eight years ago this software reflected the impact of computers in gen-

CONTINUED ON PAGE 4

AUDREY LEEDS

SPOTLIGHT:
THE *COMPUTERWORLD NORGE* TEAM

COMPUTERWORLD NORGE

Ahlert Hysing is an independent computer consultant, and since the founding of *Computerworld Norge* (CWN) in 1983, has additionally worked part-time contributing. Ahlert's special interest is in the field of mainframes and large computer systems; he holds an MSEE in computer science from Purdue University, Illinois and is married with three children.

Don Radoli has been with *Computerworld Norge* since July 1, 1986. He is responsible for CWN's business coverage and keeps a steady pace writing CWN's contributions to the IDG New Service.

Liv Stroemm is a journalist, and she enjoys writing about all topics, but specializes in personal computers. Stroemm has been at *Computerworld Norge* for nearly one year. Her varied background comes from the experience of working with the daily press. Her present position "forced" her to move from the lovely town of Bergen to the Oslo area.

Are Slettan, 23 years old, and an all around journalist, is not married, but has a girlfriend. Before joining the *Computerworld Norge* team this past spring, Slettan studied journalism at the University of Texas, Austin for four years. Slettan especially enjoys subjects such as, news journalism, computers and society, and he has a passion for the Apple Macintosh.

Editor-in-chief, 32-year-old **Knut Ivar Skeid**, is married and has a lovely 2-year-old daughter, Susanne. Knut has been with the company for the past five years, and started his present position in 1985. He is educated in the printing business, and was employed as a journalist in the daily press before he joined *Computerworld Norge*.

Paul Leveraas, editor for *Computerworld Norge*, is married, and has a lovely daughter, Ine Marie, who is 18

CONTINUED ON PAGE 5

McGOVERN NAMED PUBLISHER OF THE YEAR

It was sixteen years ago that *Boston Magazine* proclaimed itself the arbiter of local taste with its premiere issue of the Best & Worst of Boston. In the August 1989 issue, under the category of Business, Best & Worst voted **Patrick McGovern**, chairman of International Data Group, Best Publisher, markedly giving credit for his establishment and launch of computer magazines in the "two countries least known for their free-enterprise system." ☐

IDG Headquarters...

CONTINUED FROM PAGE 2

eral by increasing an engineer's productivity by a factor of five."

Leeds moved from software and Digital Equipment to hardware and the Macintosh industry. She comes to IDG from Jasmine Technologies, Inc., one of the fastest growing companies in the Macintosh peripheral market. One of the first 30 employees at Jasmine, Leeds watched the company grow to over 150 employees. To be a part of the tremendous growth and success that Jasmine has enjoyed in the past two years has been an especially gratifying experience for Leeds.

As director of marketing communications, Leeds produced and created the annual Jasmine MACWORLD Expo parties that are still regarded as being some of the industry's best. She directed all public relations and advertising activity as well as having overall responsibility for Jasmine's tradeshow activity. "The accomplishment I enjoyed most was creating an Employee Video for Jasmine . I brought a camera crew to the MACWORLD Expo in Boston in 1988 and interviewed Jasmine customers and industry experts to record what they thought of Jasmine products and what they used them for. Those interviewed in the video included **Patrick McGovern**, chairman of IDG and **Jerry Borrell**, editor-in-chief of Macworld."

"I am pleased to be working for IDG and Patrick McGovern. My focus as director of corporate communications is to establish efficient and effective communication systems both internally and externally."

Leeds stated that her first goal is to meet as many people at IDG as she can. Please don't hesitate to introduce yourself to her. "In an organization this large, it is quite a challenge just to figure out who does what for whom," she stated. ☐

SPOTLIGHT...

months old. He has been with CWN since October 1985. His expertise and special interests include such areas as telecommunications and telecom politics, business, government computing, political and human aspects of the computer age, and computer security.

Britt Wang Lovvik has been with *Computerworld Norge* for 1 year. Her responsibility is the production and layout of the magazine. Prior to joining CWN, she worked establishing a knowledgeable background from the Business Press.

Torre Harald Pettersen began his career with his present position as sales representative. He works in the Recruitment Advertising Department and currently has added the classified ad sales to his responsibility.

Thomas Bergerskogen has been with *Computerworld Norge* for 5 years. Bergerskogen started as sales representative on display advertising and due to excellent sales performance was promoted to marketing manager. In this capacity he is responsible for all advertising sales for both *Computerworld* as well as *PC World*. Currently, he has 7 people reporting to him.

Tone Wolmersen started with *Computerworld Norge* in January of 1985. He is heading the circulation department and is responsible for all client invoicing, database maintenance and subscription sales support for both *Computerworld Norge* and *PC World*. Wolmersen has a beautiful daughter, Bettina, who is 2 1/2 years old.

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COMPUTER WORLD NORGE

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SIDE 2

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Computerworld i sommer

A member of the display advertising sales team, **Ove Christer Heggedal**, has been with *Computerworld Norge* for two years. He enjoys spending his spare time with his wife, Katja and their two beautiful children.

Rita Sukkestad, 23 years old and single, Sukkestad has been with *Computerworld Norge* for 2 1/2 years. She is a member of the sales team and takes care of all secretarial functions. Rita is also assisting the marketing manager on a daily basis.

Betten Talleraas has been with *Computerworld Norge* for one year. She is on the *Computerworld Norge* sales team and her responsibilities include ad sales on all Focus issues. Her first assignment was to build up a special classified advertising section, which she very successfully accomplished during her first 6 months.

Kari Mettre Kolbjornsen, one of CWN's newest employees, has been with *Computerworld Norge* for 3 months. She is responsible for classified advertising sales, an area in which she has already created fantastic results. □

Welcome Aboard

Eileen McLaughlin has been appointed to administrative assistant for the World Expo Corporation. In this role, McLaughlin will be responsible for aiding in the preparation of promotionals for trade shows, and managing office needs. Prior to joining World Expo, McLaughlin was an operations assistant for National Cable responsible for assisting the controllers, billing, contract order entry, and correspondence. A Chamberlayne graduate, she received her degree in Advertising/Sales.

The copy desk at *Network World* is in full operation now that **Karen Maierhofer** has joined as a Level I copy editor. Maierhofer most recently worked as editor of *The Record*, a weekly newspaper in Salem, N.H. Prior to that position, she wrote and edited for *The Nashua Telegraph*, and the *Salem Observer*. Maierhofer earned a bachelor's degree in Journalism from Penn State University.

Carol Venezia has been appointed to copy editor for IDC. She will be responsible for editing and desktop publishing. Venezia graduated from the University of Massachusetts with a B.A. in English. Venezia enjoys reading, outdoor sports, live concerts, and writing poetry.

The new traffic coordinator at CW Publishing is **Elaine Roberti**. She will be responsible for all second class postal trust accounts, forms, ledgers, and reports for *Computerworld*. Prior to joining CW Publishing, Roberti was a sales representative for Scheiss Dirstributors of Norwood. Roberti attended Framingham State College, and the Vesper George School of Art. She enjoys photography, her grandchildren, gardening, and reading.

Covering defense related issues at *Federal Computer Week* is reporter **Robert Poos**. Prior to joining FCW, Poos was employed by *Traffic World Magazine* as a maritime writer. He attended Southern Illinois University and received a B.S. in English with a concentration in East Asian Studies.

Eagerly pursuing new subscriptions and renewals at *Publish!* magazine is **Jaana Nieuwboer**. She has been appointed to the position of subscription promotion coordinator. She formerly assisted the circulation director at Microsoft. Nieuwboer received a B.S. in Marketing and Economics at New York University. She competes in Triathalons, and is interested in masters swimming.

LAN Test Center technician, **John Richey**, recently joined *InfoWorld* to help test products for review and comparisons in *InfoWorld* magazine. Richey was previously a microcomputer coordinator for Lockheed Engineering and Sciences Corp. where he was responsible for end-user support of all microcomputer software and hardware. He enjoys travelling, sports, and especially golf. □

ANNIVERSARIES

Nineteen Years
Bengt Marnfeldt - CW Sweden

Sixteen Years
Shirley Day-Kohn - IDG Germany

Eleven Years
Jocilia Menezes da Silva - CW Brazil
Karl Heinz Zimmerman - IDG Germany

Ten Years
Renate Kretz - IDG Germany

Eight Years
Sylvie Benech - IDC France

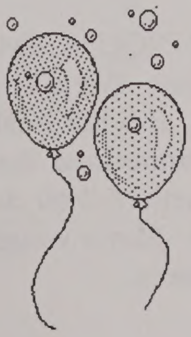
Seven Years
Eduardo Ostan - CW Brazil
Saiman Hui - IDC China

Six Years
Georg Sing - IDG Germany
Guenter Knauft - IDG Germany
Susan Gotwalt - IDG Germany
William Boyer - IDG/P

Five Years
Claudia Schaffer - IDG Germany
Donna Wong - IDC China
Han van Leeuwon - CWCI Netherlands
Peidi Zheng - IDC China

Four Years
Heikki Keranen - IDC Finland
Thomas Miller - LINK Resources
Jan Bell - CW Publishing
Keith Arnot - IDG London

Three Years
Catherine Olzchanech - CW France
Jackie Williams - IDC Germany
Joachim Blomberg - CW Sweden
Rosslyn Frick - IDG/P
Christopher Cuoco - CW Publishing
Darien Werfhorst - IDG CI
Debra Brown - IDC
Vicki Blake - Digital News
Vicki Townsend - IDC Australia
Carole Sacino - Digital News
Rosemary Kraemer - PC World



Two Years
Gunter Petzchen - IDG Germany
Molly Leung - CW Asia
Paulo Aamuel Borba - CW Brazil
Alan Zeichick - IDG/P
Andres Poldroo - CW Sweden
Anna Hemlin - CW Sweden
Lou Ann Morin - IDG/P
Michael Goodwin - PC World
Reinelle Hicks - InfoWorld
Roseann Labruno - InfoWorld
Anita Trembley - CW Publishing

One Year
Alana Korda - IDG/P
Angelica Jacobs - CWCI Australia
Anne Dorte Rosenstand - IDC Scandinavia
Ellen Sanderson - PC World
Eric Kestler - IDC
Jannica Sigurdsson - CW Sweden
Julie Cas - CW France
Karen Rickwood - CWCI Australia
Megan Santosus - CIO Publishing
Nancy Stubbs - Digital News
Samia Cherki - CW France
Steven Rosenfield - Macworld
Susan Miller - Macworld
Vanderlandia Roques da Silva - CW Brazil
Michele Dale - CWCI Australia
Scott Finlay - Network World
Judith Hinchey - ITI
Suzanne Stefanac - Macworld
David Hopkins - Publish!
Lindsay Davidson - Macworld

People

PROMOTION

Cecilia Amuchastegui, *Computerworld Argentina's* editorial coordinator has been promoted to editor-in-chief. Amuchastegui has efficiently prepared and coordinated the extra editions, including the Buyer's Guide and the Software and Hardware Catalogs.

COURSE COMPLETED

LINK Resources **Carol D'agostino**, editor of Electronic Services Update, the newsletter at LINK, recently completed a 3 credit course at Queens College in Essay Writing. D'agostino received an A.

WEDDING ANNOUNCEMENT

Carlos Sosa, a senior salesman for CW Argentina, married his fiancee, Alejandra on July 29, 1989.

BIRTH ANNOUNCEMENT

Tracy Belcher, sales assistant for the recruitment advertising department at CW Publishing gave birth on June 18, 1989 to a son, Justin Tyler. Justin weighed 8 lbs. 15 ounces.

BIRTH ANNOUNCEMENT

Claudia Smukler, production assistant for *Macworld,* and her husband, Howard, announce the birth of their son Eli Corey. Eli was born on July 17, 1989, and weighed 7 lbs. 15 ounces.

BIRTH ANNOUNCEMENT

Peter Minor, graphic designer for the World Expo Marketing Services and his wife, Nadine, announce the birth of their daughter, Casey Rose. Casey was born on July 24, 1989 and weighed 8 lbs. 14 ounces.

BIRTH ANNOUNCEMENT

Project coordinator for Survey Services of IDC, **Harry Klein**, and his wife, Lois, announce the birth of their son, Jeremy Charles. Jeremy weighed a healthy 10 lbs. and 1 1/2 ounces.

BIRTH ANNOUNCEMENT

Network World's **Anne Dripchak**, and her husband, Michael, announce the July 23, 1989 birth of their daughter, Marie. Marie weighed 6 lbs. 12 ounces.

MACWORLD Expo...

lated services. Logitech Inc., developer and manufacturer of the successful ScanMan for Mac handheld scanner, previewed a scanning software upgrade at the Exposition. The updgrade, scheduled to ship later this year, reflects a noticeable move toward the "next generation" that many vendors are incorporating into their products. The upgrade will be available to current ScanMan users for a nominal price, thus providing an economical means of capturing high-quality images for use in high-end paint and desktop publishing programs. Exhibitors included: Adobe Systems, Aldus Corp., Apple Computer, Hewlett-Packard, Kensington Microware, Microsoft Corp., and many others.

As with past shows, a complete conference program was planned with over 300 featured speakers and presenters, and a cross section of top Macintosh experts and professionals.

IDG would like to extend its thanks to Mitch Hall Associates for all of their hard work in producing a first class event. □

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Have you recently…

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______ made a speech?

______ completed a course?

______ been appointed or promoted to a new position?

______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

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Name __________________ Department __________________

Company __________________ Phone/Ext. __________________

Engagement/Marriages:

Name __________________

Dept./Title __________________

Spouse's name __________________

Date __________________

Place of marriage __________________

Honeymoon? __________________

Births:

Name __________________

Dept./Title __________________

Spouse's name __________________

Baby's name __________________

Date of birth __________________

Weight, Length of Baby __________________

Just a reminder. The IDG Photo Contest must have all photos in by September 8th. If you'd like to enter, please make sure that your photo is sent to Jesse Meier no later than September 8th.

IDG WORLD UPDATE

EDITOR/DESIGNER
DEBORAH BUTLER

HUMAN RESOURCES NEWS EDITOR
DEBBIE THISTLE

DISTRIBUTION MANAGER
CHRIS CONNERY

CONTRIBUTING EDITORS
ANN BAKER
SHELLY BAKST
MARY DOLAHER
CAROL FAMOSI

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Nuts & Bolts

Please take note that the address, telephone number, and telefax number for IDC Nederland BV has been changed. The new address is:

Nieuw Amsterdam Gebouw
Hoekenrode 2
1102 Bramsterdam Zuidoost

Telephone: 020-917171
Fax: 020-964066

Please check your records for IDG Danmark, the street name was mispelled and should be corrected in your records. The address for *Computerworld*, *PC World*, *CAD/CAM World*, and *Macworld* is:

IDG Danmark A/S
Krumtappen 4
DK-2500 Valby
Denmark

For sale. Framingham, Luxury Condominium. Chapel Hill. 3 spacious bedrooms, 2 bathrooms, 1600 square feet. Pool, Tennis. $185,000. If interested, please contact **Harriet** at (508) 879-4149.

For sale. 2 Female Alaskan Malamute puppies. Adorable and very affectionate. AKC registered, champion bloodlines, all shots, ready to go. Excellent outdoor company. $300. If interested, please call **Rob** at (603) 924-9154 evenings, or (603) 924-9471 ext. 230 days.

THANKS!

The *IDG World Update* would like to thank

Computerworld Norge

For their contributions to this issue.

IDG WORLD UPDATE

Volume 19, Number 27

August 21, 1989

PC World Best Buy Awards

The PC World Best Buy is awarded to software and hardware products that deliver superb performance and price in the PC marketplace.

PC World has singled out IBM's PS/2 Model P70 386 in a review of 20-MHz 80386 transportable products, Microsoft Corp.'s Microsoft Word 5.0 in a review of Word Processor products, Borland International's Turbo Pascal 5.5 in a review of Pascal Compiler products, and Club American Technologies, Inc.'s Club AT 316SX in a review of four 80386SX system products as Best Buys in its September 1989 issue.

"The Best Buy label offers an extraordinary balance of features, performance, ease-of-use, and price. In short, value," explained *PC World* editor **Richard Landry**. "Our readers use the Best Buy distinction to help them buy smart and use smart."

Each month, *PC World* reviews dozens of products in a number of product categories.

PASCAL SHOWDOWN: TURBO vs. QUICK • CROSSTALK FOR WINDOWS

PC WORLD

IBM'S BIG, BAD ROAD MACHINE

PRICE, POWER EARN THE P70 A BEST BUY

PS/2 GOES 486!
Model 70 Gets Turbo Upgrade

OFFICEVISION
Big Blue's Blueprint for Tomorrow's Software

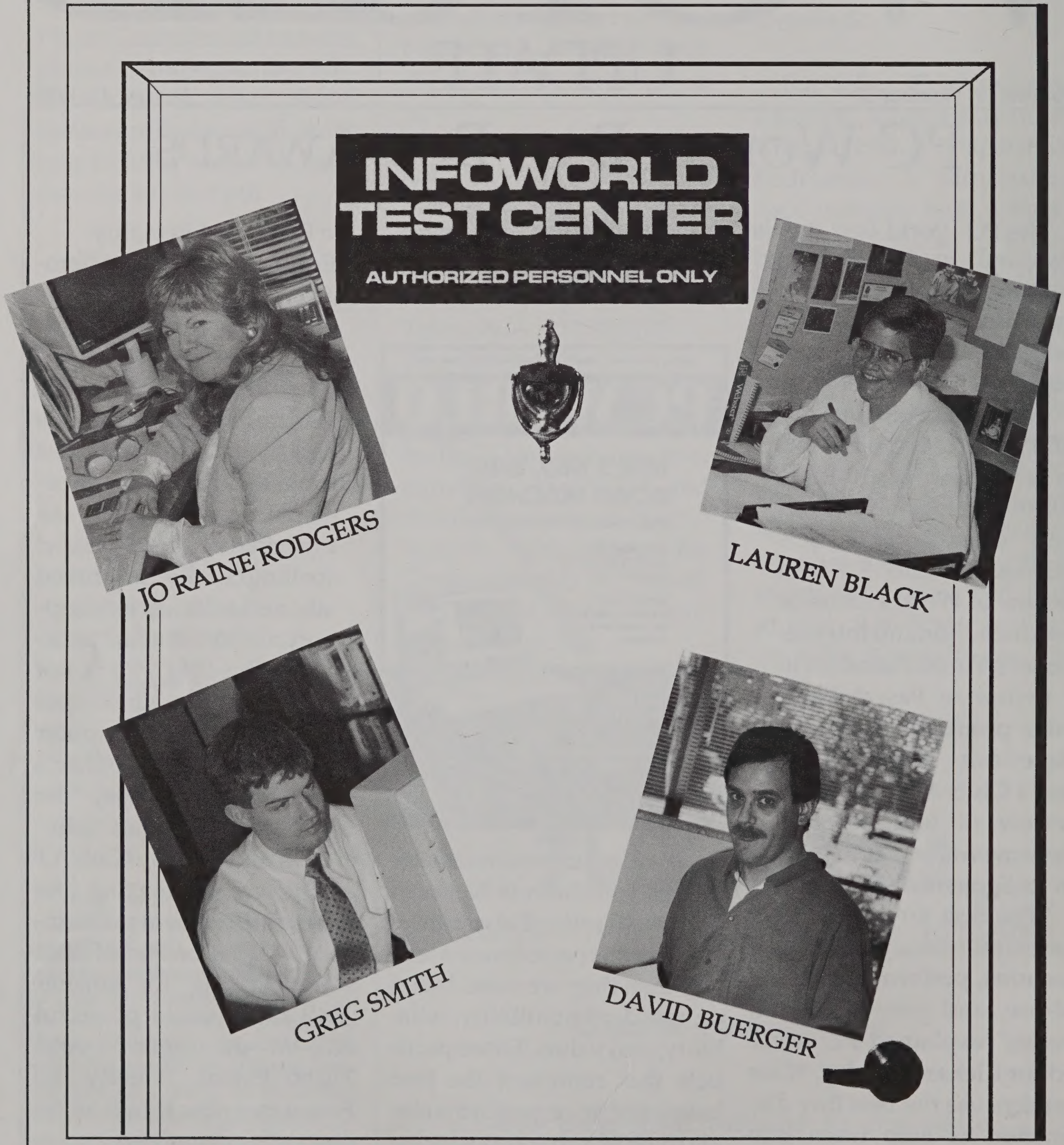
286 or 386SX?
8 Hot Boxes Answer the 32-Bit Question

WORD 5.0
Rival Matches WordPerfect Feature for Feature

PC World editors submit many of these products to National Software Testing Laboratories for rigorous performance testing, then they are rated based on speed, compatibility, reliability, and value. Those products that represent the best balance of price, performance, and overall value are awarded the PC World Best Buy.

Editors concluded, Microsoft Word 5.0 chosen for its improved graphic handling, not only matches WordPerfect feature for feature, but surpasses its archrival. Word 5.0's other long-awaited enhancements like autosave, autopagination, an integrated spelling checker, improved tabs and subdirectory support round out a fine package. The IBM P70 is not only fast, it's much cheaper than any mobile computer in its class, and the editor's of *PC World* believe, "the best value IBM has delivered in ages." "The Club AT 316SX has an amazing low price, and excellent performance, and Turbo Pascal adds smart linking for smaller .EXE files, plus a powerful add-on debugger. And Turbo Pascal, clearly the Pascal compiler stands as the one to beat." □

SPOTLIGHT:
INFOWORLD TEST CENTER


INFOWORLD
TEST CENTER
AUTHORIZED PERSONNEL ONLY
JO RAINE RODGERS
LAUREN BLACK
GREG SMITH
DAVID BUERGER

SPOTLIGHT...

In January of 1988, *InfoWorld* expanded its Test Center to a 3,000 square foot testing facility to provide its readers with the most comprehensive and detailed product information available. The InfoWorld Test Center features an impressive array of hardware and software test equipment, and has a software library of over 2,500 titles and 50 computers, from IBM PC XT's to the Compaq 386/25 Mhz. The Center also evaluates Macintosh products, from machines and printers to desktop presentation hardware. Also included is a complete 24 node local area network setup which evaluates both hardware and software networking products. More than 1,000 separate products are scheduled to be tested in 1989.

The Test Center is part of a three-pronged approach to product reviews and comparisons. This approach starts with a survey to *InfoWorld* readers which determines what the readers want to know and how interested they are in certain product categories. The survey is sent to a select 1,000 readers who have filled out a qualification card stating that they have buying responsibility in the product category the Center is interested in. This survey information helps to narrow product categories, decide what products to test, and develop testing criteria and scoring procedures.

The second part of the review process is the Test Center. Staffed by 12 professional hardware and software technicians, the Test Center works directly with *InfoWorld* review editors and the Review Board by providing objective test results. For product comparisons, the Test Center works off a pre-planned, yearly schedule covering most product categories. The test cycle begins 16 weeks before the publication date of the product comparisons. A series of meetings determines and narrows the specific product areas which will be chosen to concentrate on. At this time, additional survey questions are realized. After the survey results are examined, theTest Center finalizes test plans and selects the products to evaluate. A team of technicians now focuses on these products for two to three weeks. Testing generally includes benchmark tests on specific areas of interest and feature analysis that focuses on productivity issues, other than speed.

After the Test Center's reports its findings, the reviewer can begin to write the article as seen in the magazine. For most hardware products, the same Test Center technicians who performed the tests will write the actual comparison. For software and some speciality hardware products, however, the Center relies on members of the InfoWorld Review Board. The Review Board is a 40-member panel that consists of a variety of independent, industry professionals who use the products in their everyday business. These experts know the ins and outs of the product as a result of their direct involvement with the products. Review Board members add a real world flavor to evaluations, as well as an industry perspective.

Regardless of who writes the review, the product is examined in more subjective ways: scoring features, performance, documentation, error handling, ease of use/learning, setup, support policies, technical support, and value. In this process, the reviewer will incorporate the test results from the Test Center from their own experience whith the product.

InfoWorld is the only PC newsweekly to conduct such a thorough product testing at its own on-site facility. All of the *InfoWorld* product

CONTINUED ON PAGE 4

SPOTLIGHT

comparison and individual review test results are uploaded to the IDG news wire. This information is reprinted in a variety of international IDG publications.

Executive editor of Connectivity and Testing at *InfoWorld*, ,**David Buerger**, oversees operations of the InfoWorld Test Center. He also writes the "Connections" column for *InfoWorld's* Networking section, as well as LAN Target Edition features. He is credited with developing LAN performance tests and conducts local area network testing. Prior to joining InfoWorld, Buerger served as director of the Personal Computer Center at Santa Clara University where his department installed and supported 1,000 PCs. He was especially involved in building campus networks and communications systems. Born and raised in the midwest, Buerger has lived in California for 21 years. He holds a B.S. in Psychology. Leisure activities include golf, reading, and writing. Buerger will soon publish a book on mathematical typesetting with McGraw-Hill, and plans to begin writing a spy novel.

Lauren Black serves as manager of Test Center Operations. In this position, she is responsible for the scheduling and managing of all product comparisons and individual reviews for the Test Center. Black also tests products and writes reviews. She previously was employed as a technical support manager for a small memory board manufacturer. She holds an Industrial Technology Degree from Humboldt State University in Arcata, CA. In her spare time, Black enjoys skiing, fishing, kayaking, bicycling, reading, and traveling.

LAN test technician, **Tracey Capen**, is responsible for testing networks, modems, spreadsheets, and other types of hardware and software. He also specializes in reviewing Macintosh hardware and software. Prior to joining InfoWorld in July, 1988, Capen served as service manager for Rix Service Industries of San Leandro. He received a B.A. in Zoology (1976) from the University of California Berkeley, and is continuing his education in computer programming and service. Born and raised in Carmel Valley, CA, Capen has lived in the Bay Area since 1974, and has two children. Hobbies include sailing, windsurfing, woodworking, and photography.

Test Center technician **Alex Khaloghi**, is in charge of test-

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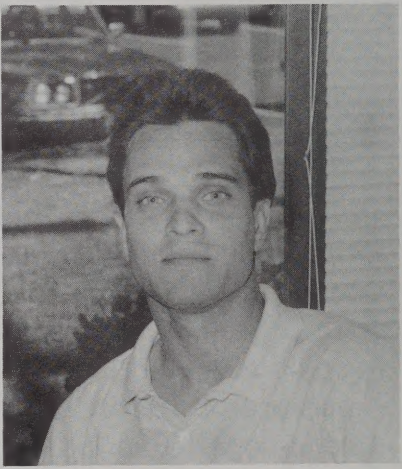
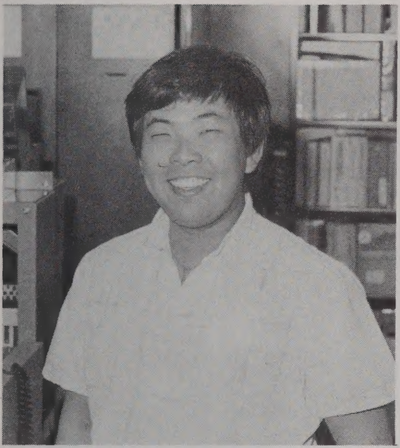
(L) ALEX KHALOGHLI
(R) TRACEY CAPEN



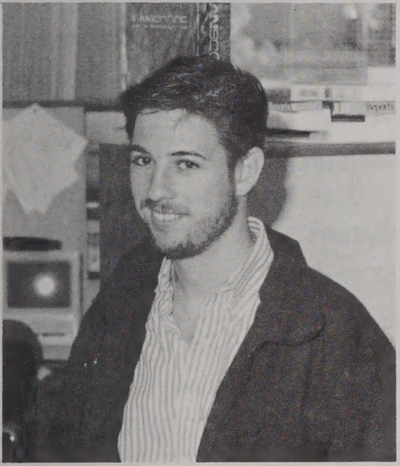
STEVE IRVIN

ANDRE KVITKA

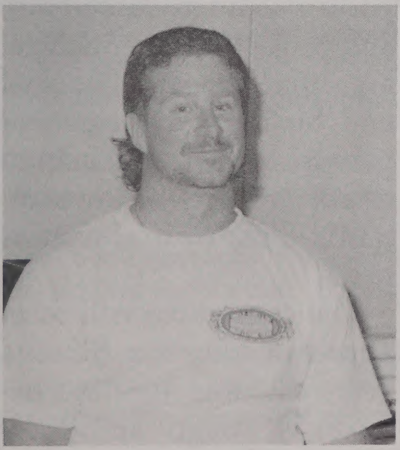
SPOTLIGHT



EUGENE WONG



DAYVID SCHMIDT



TIM ZITTLE

ing database management systems, programming languages, CAD sysems, and viruses. Born in Tehran, Iran, Khologhli moved to the U.S. in 1974 and attended Tabor Academy in Marion, MA. After two years of studies at Boston University, he transferred to the University of San Francisco where he received a B.S. in Computer Science. In his spare time, he enjoys both water and snow skiing.

Steve Irvin, technician, is involved in the testing of hardware and software products, supplying and writing results for *InfoWorld*. He specializes in word processing and desktop publishing (software) and printers (hardware). Born in Puerto Rico and raised in the Bay Area, CA, Irvin attended San Jose State College, and is currently working on an Electronics Technician Degree. Before joining InfoWorld, Irvin repaired IBM mainframe computers and peripherals as a field service technician. His hobbies include playing softball and basketball, as well as writing science fiction .

Andre Kvitka, technician, is responsible for the testing of computers, video cards, hard disks, and the majority of other hardware peripherals. His observations get documented, edited, and printed. Kvitka just recently joined the team at InfoWorld from Tall Tree Systems, a small hardware development company, where he served as a technical support consultant. Born and raised in Kiev, the capital of the Ukraine in the Soviet Union, he moved with his parents to Austria, Italy, and finally to the United States. A graduate of Los Altos High School in 1984, Kvitka is presently attending programming courses at the Computer Learning Center in Santa Clara, CA.

Jo Rainie Rodgers serves as the International Coordinator. In this position, Rodgers sends product comparisons to the IDG new service, and tests word processing packages, word processing utilities, monitors, and plotters. Rodgers, raised in Saratoga, holds a B.A. from the University of California Berkeley, an M.A. in Anthropology from California State University Hayward, and an M.B.A. in Intenational Business. Rodgers previously researched intercultural communications, and environmental management. She presently teaches physical and cultural anthropology at Ohlone College, and in her spare time works on archaeological excavations, raises Siberian Huskies, and enjoys

CONTINUED ON PAGE 6

SPOTLIGHT...

both collecting and playing folk instruments.

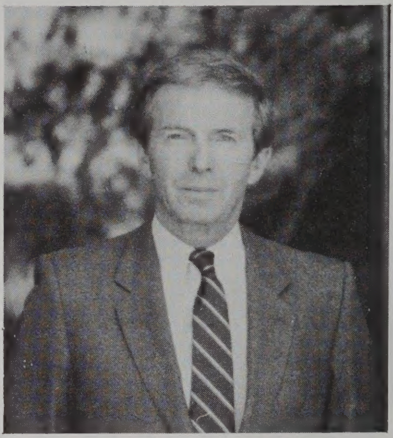
Test technician **Dayvid Schmidt** is responsible for the testing and reviewing of software and hardware applications. Prior to joining the InfoWorld Test Center, Schmidt was employed as a Computer Operator at Western Digital/Paradise Systems, Inc. Born in Paradise, Northern California, Schmidt enjoys snow skiing, playing chess, and computers. His educational background is in computer science at UCLA.

Greg Smith serves as test development specialist. In this position, he develops and coordinates test procedures, and assists in testing and writing product reviews. Smith studied International Business and French at California State University at Hayward. Born and raised in Southern Orange County, California, Smith enjoys "doing anything outdoors that has little to do with computers."

Eugene Wong, technician, joined InfoWorld in May. He evaluates new computer products, hardware and software complete with a write-up on the products. Wong graduated from high school in San Francisco, received a certificate in electronic repairs, and continued his education at a junior college majoring in Computer Science. He holds an Associates Degree in Electronics Engineering Technology from Heald College, and hopes to attend San Francisco State in the future and graduate with a Bachelor Degree in Computer Science; concentrating in the area of hardware. Wong was born in Hong Kong, and came to the United States when he was six months old. An avid T-shirt collector and strategic game board enthusiast.

Inventory Controller for the InfoWorld Test Center is **Tim Zittle**. His main responsibilities include implementing new inventory systems, and controlling incoming and outgoing hardware/software. A graduate of San Carlos High School in San Carlos, CA, he is currently working on an A.S. Degree in Electronic Engineering and Technology. Prior to joining InfoWorld, Zittle was employed as a Shipping and Receiving clerk with Velodyne Acoustics, manufacturers high end sub-woofers for home stereo systems. Born and raised in the Bay Area, his hobbies include sports and photography.

MURPHY ACCEPTS APPOINTMENT TO ABP BOARD



IDG's executive vice president of finance, **Bill Murphy** has accepted to serve on the Financial Committee of the Association of Business Publishers (ABP).

The Financial Committee consists of dedicated and creative members that make every effort to be responsive and interested in the needs of its members. As a board member, Murphy will be responsible for a wide variety of service to ABP financiers, such as the annual Financial Forum, Winter Conference, and projects in the financial area that benefit financial and business management people; he will also help to establish many of the standards in use by the business press.

The committee will meet approximately six times a year, dividing its time between Chicago and New York.

Human Resources News

NEW POSITIONS THIS WEEK

August 18, 1989

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

Administrative Assistant (IDC)
IDC's Workstation and Peripherals Group is looking for an Administrative Assistant whose responsibilities include maintenance of client information, distribution or research materials, travel coordination and general day-to-day support of Workstation and Peripherals Groups.

Editor, Computer Industry Report (IDC)
The "Gray Sheet" is among the computer industry's oldest and most respected sources of news and analysis. It is read every two weeks by senior executives at both computer user and vendor locations. The editor is responsible for researching, writing, and publishing bi-weekly an 8 - page overview on major issues facing the information technology industry. BA degree, strong writing skills, and a basic understanding of computer technology and market dynamics are essential.

Marketing Manager (FCW)
Management responsibilities for Marketing Department and direct marketing of Federal Computer publication to increase advertising revenues. 8-10 years progressive experience in promotion, advertising promotion, trade show or marketing communications.

Receptionist (DNP)
Responsibilities include answering telephone, taking messages, sorting mail, ordeing supplies and sending FAXes.

Account Manager ((CW/P)
Candidate responsible for advertising space sales for Computerworld's Marketplace section. Heavy emphasis placed on telephone sales skills and a knowledge of advertising space sales. Must have background in both advertising and telephone selling. Sale territory is Western U.S, candidate will be working Pacific time zone hours out of our Framingham office location.

Operations Assistant (CIO)
Position reports to Business and Circulation Manager. Excellent growth opportunity for a self-starter to enter the publishing field. Responsibilities include database maintenance, assisting in accounts payable and billing. Also assist in a variety of circulation functions including customer service, BPA audits, direct mail campaigns and list maintenance, and perform general administrative functions. Familiarity with spreadsheet packages a must. Knowledge of Microsoft Excel a plus. Word processing and Macintosh experience preferred. Individual must be a professional, detail oriented, independent, highly motivated, possess good business/office skills and work well under pressure.

Sr. Accounts Payable Assistant (CW)
Responsibilities include mailing checks to vendors and perform audit for accuracy; answering vendor inquiries; journalize/post A/P activity to ledger; prepare hand-written checks; reconcile travel advances outstanding;act as fully-trained backup for payroll function; receive checks mailed to CW, record and deposit in lockbox; various other duties as assigned by supervisor.

Jr. Accounts Payable Assistant (CW)
Responsibilities include vouchering invoices and expense reports for payment; answering vendor phone inquiries; filing cancelled vouchers; mailing customer statements (generated in billing dept.); and tear sheeting.

Buyer's Guide Editor (DN)
Major responsibilities: design Buyer's Guide surveys; mail to vendors; collect data; build comparison chart; write accompanying story. 2-3 years in computer journalism, project administration experience, ability to deal with vendors.

Copy Editor (DN)
Responsibilities: editing copy for grammar, consistency and style; writing headlines; proofreading; some layout. 5 years + of copy editing experience; sharp eye for detail.

Account Receivables Specialist (CWPI)
Responsibilities include: cash applications; generate weekly aging reports; file invoices/credit memos; generate customer statements for mailing by A/P; file cash sheets daily; service credit & collection requests for information; track departmental sick/vacation days; maintain OMNI address changes; general filing for department; various other duties as assigned by supervisor.

Contract Administrator (CWPI)
Responsibilities include: contract maintenance; prepare contract rate adjustment credits/debits; monitor status of short-rates & rebates and generate required debits/credits; generage reports as required; audit billing before mailing; enter data for C/M's and D/M's; various other duties as assigned by supervisor.

General Accountant (CWPI)
Responsibilities include: journalize monthly operating activity; reconcile balance sheet and various expense accounts; reconcile bank statements; perform vendor verification; audit A/P check usage; maintain vendor file; various other duties as assigned by supervisor.

Senior Editor (CWPI)
Responsibilities: reports on the implementation and use of personal computers in large corporate environments; develop contacts among Information Systems executives and manager; contribute to the PCs and Workstation section and working with the assistant news editor and other senior staff assigned to this area. Requirements: requires an individual with a high level of motivation who is able to generate weekly high-quality, enterprising news stories; must have demonstrated in previous publishing employment both high productivity and the ability to cultivate sources; a bachelors degree in English or Journalism is highly desirable and four years of reporting experience — with at least two at a computer publication — is required.

Job Opportunities

Revised: August 18, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Executive Assistant	Framingham, MA	S. Perry	(508)875-5000
IDG	Business Appl Analyst	Framingham, MA	S. Perry	(508)875-5000
IDG	Employee Relations Rep	Framingham, MA	E. Oulette	(508)935-4605
ITI	Senior Sales Rep/Nat'l Accts	Framingham, MA	S. Perry	(508)935-4407
IDC	Research Analyst	Framingham, MA	D. Vellante	(508)872-8200
IDC	Adminstrative Assistant	Washington, DC	A. Clements	(703)893-0833
IDC	Dir/Mgr TFS	Washington, DC	W. Dodson	(703)893-0833
IDC	Administrative Assistant/Sales	Palo Alto, CA	J. Reichmuth	(415)424-8844
IDC	Director of Research	Washington, DC	M. Young	(703)893-0833
IDC	Editor, Computer Indus. Rpt.	Framingham, MA	P. Burris	(508)872-8200
IDC	Admin. Assistant	Framingham, MA	A. Goldberg	(508)872-8200
CIO	Sr. Writer	*CIO*, Framingham, MA	M. Blumenthal	(508)875-5000

Publication Development Executive -- Japan

IDG Communications is seeking an experienced publication manager to oversee the development of IDG Communications business publications in Japan. The responsibilities of this position include the enhancement of developing the editorial content and quality of IDG Communications' current publications in Japan (*Computerworld*, *Infoworld*, and *Publish*!) The executive will also be in charge of increasing the circulation of the publications and making contacts with industry executives to develop additional advertising commitments.

The ideal candidate should have experience in conducting readership research, and developing and executing plans to enhance the editorial quality and usefulness of computer publications. The candidate should also have experience in overall publication management, with experience in circulation development and the marketing and sales of advertising. Overall publication management experience will also be quite helpful. The candidate should expect to spend a minimum of one and one half years in Japan on this assignment. The candidate should have the flexibility to adjust to a new culture, and either have a working knowledge of the Japanese language or be prepared to acquire such a working knowledge within the first two to three months of being in Japan.

Qualified candidates interested in this position should contact Marion Kibbee at International Data Group, Five Speen Street, Framingham, Massachusetts 01701.

CIO	Copy Editor	*CIO*, Framingham, MA	L. McCreary	(508)875-5000
CIO	Operations Assistant	*CIO*, Framingham, MA	L. Kinney	(508)875-5000
CWPI	Senior Writer	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	General Accountant	Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Contract Administrator	Framingham, MA	T. Schafer	(508)879-0700
CWPI	Accts. Receivable Specialist	Framingham, MA	T. Schafer	(508)879-0700
CWPI	Sr. Accts. Payable Asst.	Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Jr. Accts. Payable Asst.	Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Account Manager	Framinhgam, MA	J. Corrigan	(508)879-0700
NWW	Prod./Typographer	*Network World*, Framingham, MA	C. Polack	(508)879-0700
DNP	Art Production Assistant	*Digital News*, Boston, MA	V. Blake	(617)482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	V. Elmore	(617)482-8470
DNP	Buyer's Guide Editor	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
DNP	Receptionist	*Digital News*, Boston, MA	L. Peddie	(617)482-8470
IDGC/P	Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
IDGC/P	Assistant Art Director	*GamePro*, Redwood City, CA	M. Kavish	(415)363-5200
IDGC/P	Adv Production Coord	*PC Resouce*, Peterborough, NH	D. Apelian	(603)924-9471
IDGC/P	Sales Associate	*PC Resource*, New York, NY	T. Rousseau	(603)924-9471
IDGC/P	Administrative Assistant	*PC Resource*, Peterborough, NH	T. Rousseau	(603)924-9471
PUB	Fulfillment Coordinator	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PUB	Marketing Director	*Publish!*, San Francisco, CA	E. Adkins	(415)546-7722
PUB	Account Manager	*Publish!*, San Francisco, CA	L. Bachus	(415)546-7722
PUB	Account Manager	*Publish!*, Los Angeles, CA	L. Bachus	(415)546-7722
PUB	Account Manager	*Publish!*, Rosemont, IL	L. Bachus	(415)546-7722
PUB	Telemarketing Sales	*Publish!*, San Francisco, CA	J. Bachus	(415)546-7722
PUB	Executive Editor	*Publish!*, San Francisco, CA	S. Gubernat	(415)546-7722
PUB	Circulation Assistant	*Publish!*, San Francisco, CA	E. Chittenden	(415)546-7722
PUB	Administrative Assistant	*Publish!*, San Francisco, CA	O. Tsang	(415)546-7722
PCW	Editorial Assistant	*PC World*, San Francisco, CA	G. Vanlue	(415)546-7722
IFW	Shipping Coordinator	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Reporter	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Editorial Assistant	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	LAN Test Technician	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
MAC	Assistant to the Editor	Macworld, San Francisco, CA	J. Borrell	(415)546-7722
FCW	Marketing Manager	Falls Church, VA	M. Hosky	(703)876-5100

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette (508) 872-8200
CW	Barry Coughlin (508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Hollbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

JUST A REMINDER

John Hancock does not have separate claim forms for prescription reimbursement. Any prescription receipts submitted to John Hancock should be attached to a **Group Health Claim Form.**

**IDC, IDG, IDG/C, WEC and ITI NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for ****IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

September 12
October 10
November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x4734, to schedule for the August 8 session.

****IDC new employees should contact Mary Cornetta at IDG Human Resources, x4734, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.**

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

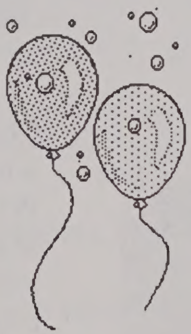
ANNIVERSARIES

Eleven Years
Dagmar Pitschek - IDG Germany
Karen Elliott - CW Publishing
Zvonimir Lepusa - IDG Germany

Eight Years
Raymond Corbin - Digital News

Six Years
Robert Hoskins - InfoWorld

Three Years
Gabriele Meyer - IDG Germany
Leigh Hometh - CW Publishing
Maxine Czysnok - CWCI Australia
Stephane Lacroix - CW France
Catherine Gagnon - CW Publishing



Two Years
David Bertrand - IDC
Joan Dargan - Digital News
Mary Fleury - CW Publishing
Susan Carroll - Macworld
Kathryn Diakoumis Mazzie - Network World

One year
Carol Person - Macworld
Kathleen Kane - IDG
Laurie Zaat - CWCI Australia
Wayne Eckerson - Network World
Deborah Branscum - Macworld
Marla Miyashiro - Publish!
Marlene Tobias - PC World
Laura Pannbacker - Publish!
Steven Irvin - InfoWorld

CN '90 Chosen Again by U.S. DOC

For the second consecutive year, Conmmunication Networks '90 (CN '90) conference and exposition has been chosen by the U.S. Department of Commerce (U.S. DOC) for inclusion in the Department's elite Foreign Buyer Program.

The Foreign Buyer Program was established in 1985 as a means to internationally promote U.S. trade shows in high export-potential industries. Out of all U.S. trade shows, only 20 are chosen and CN' 90 is one of the only telecommunications industry shows selected to participate in this year's program.

In addition, the U.S. DOC will sponsor an International Business Center at CN '90 in the Washington Convention Center. U.S. and Foreign Commercial Service Officers from the Department will be available to assist visitors seeking to do business with U.S. firms. The International Business Center will be staffed with translators and equipped with facsimile and private conference rooms.

"More than 1500 international attendees are expected to visit CN '90 and the International Business Center," commented **Dorothy Ferriter**, manager, Foreign Buyer Program.

ODE TO A PARTY...

Glen Ellen Country Club was the setting for the annual *Computerworld/Network World* summer picnic, known to the party elite as Summer Bash '89. The weather held true for the balance of the day, with temperatures nearing 90 degrees.

Attendance originally estimated at 300, tallied to a gathering of 190 adults, and 40 children. Those who were unable to attend are thanked by all for the abundance of lobster.

GARY BEACH ENJOYING HIS LOBSTER

GLENN RIFKIN & NANCY KOWAL
LOUNGE POOLSIDE

It was a gradual transition from the Cochituate Road building to Glen Ellen, with those most anxious to sign up for the morning golf tournament, arriving first. Rumor has it that weeks of preparation went into the tournament. Discreet exits were made by contestents clad in golf attire. True grit surfaced quickly, however, as only the diehard golfers were seen teeing off at 7:00 a.m. Monday morning. After 18 holes, CW's **Bob Wescott, Chris Cuoco** and husband and wife duo, **Hank** and **Alice Coronella-Walsh**, carried home one of the winning trophies. **Rick Ciliberto, Hub Walker, Gregg Pinsky**, and guest Bruce Marshall tied for first place. When asked to comment on the teams victory, Wescott attributed success to "Alice's putting expertise." Trophies were also presented individually to Wescott, CW Traffic, for Longest Drive, and to **Mark Sullivan**, CW Administration, for Closest to the Pin.

By mid-day employees abandoned their

FRITZ LANDMANN AND "FRIEND"

CW ANNUAL PICNIC

work sites and joined the "early birds" in the fun. Those who dared don bathing suits amidst the corporate population sought relief from the humidity poolside, where diving expertise was displayed and water volleyball became the engaging afternoon sport.

WATER VOLLEYBALL

Those who prefer the not-so-equatic side enjoyed softball and volleyball. The softball field reported only one casualty. While sliding into second base, Cuoco shaved a fair portion of epidermal layers off his left calf. However, he still proved a worthy opponent as he and his teammates rallied to win the game.

After dining on a seafood smorgasbord, the area was cleaned of remaining crustaceans, and the dining room was transformed into a dance hall, with tunes spun by Lance Kussell, of "Dance with Lance" fame. The day came to a weary close and parents gathered their flock of children sporting "Summer Games" beach bags, and made the journey home.

In retrospect, it was a day enthusiastically enjoyed, and one well deserved. Many thanks to those who attended and to Human Resources who made the day possible. ☐

KATHY GAGNON, JOYCE CHUTCHIAN, AND CLINT WILDER DEMONSTRATE THE "STEAMER WAY"

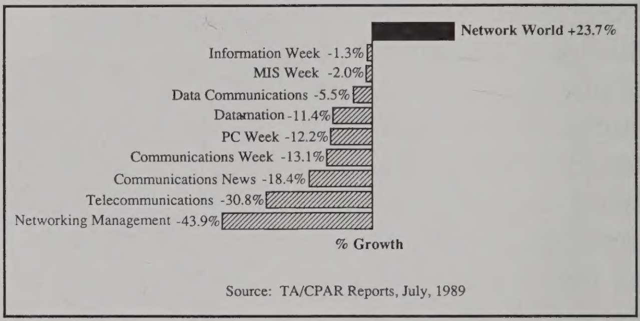
NETWORK WORLD FASTEST GROWING NEWSWEEKLY

Network World Publishing announced that it has experienced an impressive 23.7 percent growth rate in ad pages during the first half of 1989, compared to the same period last year, overpowering an industry of declining ad page revenues.

Recent reports indicate that although ad pages in leading communications publications dropped by 8 percent during the first half of the year, *Network World's* share expanded substantially.

While *Network World* continues its climb to the lead position for users of enterprise-wide local and wide area networks, its largest rival, *CommunicationsWeek* dropped 13 percent in ad pages.

Advertising Page Growth
First Half 1988 vs. First Half 1989



Source: TA/CPAR Reports, July, 1989

"Our publication uniquely focuses on the strategic importance of enterprise network technology for users, the fastest-growing segment of the computer/communications technology marketplace. This is a major reason for our growth," stated **Gary Beach**, *Network World* Publisher. "End users recognize that *Network World* provides information they need to make decisions affecting their ability to compete in their marketplace. Advertisers are responding to this in order to reach their audience." □

InfoWorld Publishing recently announced the promotion of **Stan Vanocur** to the position of vice president/ Market Strategies.

Vanocur will be responsible for managing and planning the growth of all new *InfoWorld* revenue-producing operations. He will strategically develop and oversee all phases of new product development and explore various acquisition and investment opportunities.

Vanocur joined *infoWorld* in 1986 as Northern California regional manager and was promoted to national advertising director in June 1987, managing eight regional sales bureaus in the U.S. In that time, *InfoWorld* has made dramatic increases in revenues from $11 million in 1987 to $32 million at present.

Vanocur has always been an integral member of *InfoWorld's* senior management. His expertise is vital in establishing and implementing the overall goals and strategies of InfoWorld Publishing.

STAN VANOCUR

People
People
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People

Have you recently...

______ won an award?
______ made a speech?
______ completed a course?
______ been appointed or promoted to a new position?
______ participated in community activities?

Jot down the details on this sheet and return it to Deborah Butler, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of IDG Update.

____
____
____
____

NAME ______________ DEPARTMENT ______________
COMPANY ______________ PHONE/EXT. ______________

ENGAGEMENT/MARRIAGES:
NAME ______________
DEPT./TITLE ______________
SPOUSE'S NAME ______________
DATE ______________
PLACE OF MARRIAGE ______________
HONEYMOON? ______________

BIRTHS:
NAME ______________
DEPT./TITLE ______________
SPOUSE'S NAME ______________
BABY'S NAME ______________
DATE OF BIRTH ______________
WEIGHT, LENGTH OF BABY ______________

Nuts & Bolts

Travel Tip

For a special vacation or long weekend this summer, fall, winter, or spring, there's an Inn in Killington, Vermont just three hours from Boston. The Inn offers spectacular views and easy access to both Killington and Pico ski areas.

The Inn provides a swimming pool, tennis, hot tub, and sauna. For hikers, the Inn is walking distance from beautiful Appalachian Mountain Club trails.

Rates for the Inn range from $100 to $150 per couple, per day, which includes breakfast and a three course dinner.

The Inn is owned and operated by Susan and Judd Levy (aunt and uncle of IDC's Rebecca Segal). The Levy's welcome visits from IDG'ers this summer, during the foliage season, and, of course, during ski season. Mention your affiliation with IDG and receive extra special treatment. If interested, please contact Susan or Judd at (802) 775-0708.

IDG
WORLD
UPDATE

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Dog Sitter Needed

Friendly Labrador Retriever (Holly) needs a human companion for two weeks, September 10-24. The job requires bringing in the mail, feeding the dog, and playing a daily game of fetch (frisbees and tennis balls provided). If interested, or if you know someone who might be, please contact **Martha Stephens** at ext. 4568. ☐

PEOPLE...

Karman Cheng, traffic coordinator for *Computerworld* Hong Kong will be married on the 5th of September, 1989 to Colman Chan, manager of Securities and Bonds at the bank where Cheng was previously employed for two and a half years. Cheng joined the *Computerworld* Hong Kong family when she decided to pursue publishing. Everyone at *Computerworld* Hong Kong and Southeast Asia would like to take this opportunity to wish Karman and Colman every happiness and to let her know that she will be missed during her honeymoon in Europe.

Darlene Dichard, advertising data processing manager for IDG Communications Peterborough, was married on August 5, 1989 to Scott Sweeney. The Newlyweds honeymooned on a cruise that went to Jamaica, Haiti, and Mexico. ☐

THANKS!

The *IDG World Update* would like to thank

Lu-Ann Nightingale
&
The InfoWorld Test Center

For their contributions to this issue.

IDG
WORLD
UPDATE
Volume 19, Number 30
September 4, 1989

GAFFNER TO BUILD IDG-AFFILIATED BUSINESS

Haines Gaffner, currently chairman and founder of LINK Resources, a New York-based IDG business unit, has created a new service to facilitate acquisitions and alliances in the information industry. "Don't be surprised, no matter where you are in the IDG network, if you hear from Haines" stated **Patrick McGovern** in the announcement of this activity. "As mergers in global information technology gain momentum, IDG staff members will be well positioned to spot likely acquisition candidates."

Since 1976, LINK has tracked the electronic services market. Combining this experience with his 25 years in the information industry and IDG's network of professionals, Gaffner will expand the current database of attractive acquisition and alliance opportunities. He believes the key to successful acquisitions lies in improving the methodology of targeting and analyzing candidates.

McGovern remembers meeting Gaffner in 1970 through his Information Industry Association activities. "I have watched him become a respected expert in this field over the years, and am confident he can use his many contacts and wide reputation to benefit the IDG family," McGovern said. Gaffner's ra-

CONTINUED ON PAGE 2

INSIDE NEXT WEEK'S ISSUE:

- *Recipients of the James Peacock Memorial Award*
- *An Inside look at Macintosh Masterpieces*

GAFFNER TO BUILD...

CONTINUED FROM PAGE 1

tionale for this new investment service is based on his belief that "the information industry's expansion pace will accelerate in the 1990's, and hundreds of new companies will be formed around entrepreneurial business concepts. As competition increases to satisfy new customer demands, large global computer and communication companies will seek to maintain market share via purchase or partnership with smaller companies. Innovative entrepreneurs will in turn be forced to achieve a greater distribution reach by joining the giants."

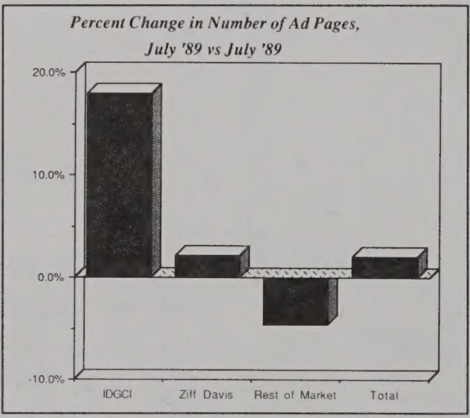
Gaffner believes that networking with IDG members throughout the global family will give a strong, unique, and competitive position in the merger and acquisition field. With this new service, those companies that want to buy or sell out most efficiently will be able to locate the best prospects. IDG's world position, and the vast pool of information industry knowhow, will help assure the success of this new service. ☐

SECOND *MACWORLD* HERO AWARD

Suzanne Stefanac of the *Macworld* editorial department received the second Macworld Hero Award. The Macworld Hero Award was created to recognize the "above and beyond the call of duty" performance that is sometimes exhibited by *Macworld* employees.

Stefanac put in countless hours of assistance to members of the *Macworld* staff who were working on the Macintosh Masters Art Contest. Even though Suzanne is responsible for the World Class Contest, she generously gave her experienced assistance to those working on the Macintosh Masters Art Contest. Stefanac assisted in getting ready for the contest judging as well as setting up and maintaining the huge database of over 2,000 entries. ☐

IDG OUTPACES THE MARKET



Percent Change in Number of Ad Pages, July '89 vs July '89

IDG Communications continues to outperform the rest of the U.S. market in computer related advertising, according to data released last week by Adscope, an independent research company.

IDGCI's advertising pages jumped 18 percent in July over last year's results, bringing the year-to-date page increase up to 7 percent. The market as a whole gained only 2 percent in July and is down 1 percent year-to-date.

IDGCI outdistanced all its competitors for the month, with Ziff-Davis gaining only 2 percent in ad pages, while the rest of the market fell by nearly 5 percent.

Advertising revenue gains were equally impressive, with IDGCI posting a 47 percent increase for the month, while the overall market only gained 30 percent and Ziff-Davis was up 26 percent. Year-to-date results show IDGCI with a 26 percent revenue increase while the market grew 18 percent. ☐

CW COLUMBIA LAUNCHED IN BOGOTA

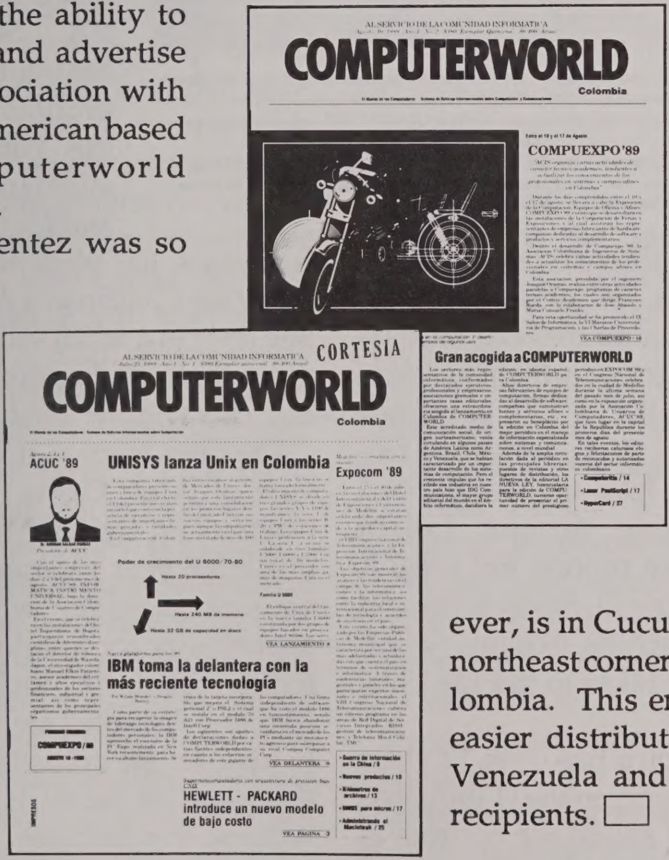
The Computerworld name hit the streets in Colombia last month, as publishing company La Nueva Ley released its premiere issue of CW Columbia in the third week of July. A bi-weekly tabloid, its first issue sold 15,000 copies.

The launch, produced in Bogota by publisher **Roderico Fuentez**, was a desire to have the ability to read and advertise in association with the American based Computerworld name.

Fuentez was so enthusiastic to launch the first publication in time for Expo Com '89, a Colombian Computer Conference, that he translated and published the entire magazine on his own. Held in Medehin, Columbia, the Conference ran July 25th through the 30th.

In order to demonstrate the global reach that IDG has, Fuentez displayed roughtly 30 IDG Communication publications.

Preparing for the second issue, Fuentez hired a translator, an ad salesman and a circulation director, the printing however, is in Cucuta, the northeast corner of Colombia. This ensures easier distribution to Venezuela and other recipients. ☐



AL SERVICIO DE LA COMUNIDAD INFORMATICA

COMPUTERWORLD Colombia

COMPUEXPO'89

VEA COMPUEXPO / 10

Gran acogida a COMPUTERWORLD

Los sectores más representativos de la comunidad informática, conformados por destacados ejecutivos, profesionales y empresarios, asociaciones gremiales e importantes casas editoriales, ofrecieron una extraordinaria acogida al lanzamiento en Colombia de COMPUTERWORLD.

Este acreditado medio de comunicación social, de origen norteamericano, venía circulando en algunos países de América Latina como Argentina, Brasil, Chile, México y Venezuela, que se habían caracterizado por un importante desarrollo de los sistemas de computación. Pero el creciente impulso que ha recibido esa industria en nuestro país hizo que IDG Communications, el mayor grupo editorial del mundo en el ámbito informático, decidiera la edición, en idioma español, de COMPUTERWORLD para Colombia.

Altos directivos de empresas fabricantes de equipos de computación, firmas dedicadas al desarrollo de software, compañías que suministran bienes y servicios afines o complementarios, etc., expresaron su beneplácito por la edición en Colombia del mayor periódico en el manejo de información especializada sobre sistemas y comunicaciones, a nivel mundial.

Además de la amplia circulación dada al periódico en las principales librerías, puestos de revistas y otros lugares de distribución, los directivos de la editorial LA NUEVA LEY, licenciataria para la edición de COMPUTERWORLD, tuvieron oportunidad de presentar el primer número del prestigioso periódico en EXPOCOM 89 y en el Congreso Nacional de Telecomunicaciones celebrados en la ciudad de Medellín durante la última semana del pasado mes de julio, así como en la exposición organizada por la Asociación Colombiana de Usuarios de Computadores, ACUC'89, que tuvo lugar en la capital de la República durante los primeros días del presente mes de agosto.

En tales eventos, los editores recibieron calurosos elogios y felicitaciones de parte de reconocidos y autorizados voceros del sector informático colombiano.

- Computeritis / 14
- Laser PostScript / 17
- HyperCard / 27

CORTESIA

AL SERVICIO DE LA COMUNIDAD INFORMATICA

COMPUTERWORLD Colombia

ACUC '89

UNISYS lanza Unix en Colombia

Poder de crecimiento del U 6000/70-80

Hasta 20 procesadores

Hasta 240 MB de memoria

Hasta 32 GB de capacidad en disco

VEA LANZAMIENTO 9

Expocom '89

IBM toma la delantera con la más reciente tecnología

VEA DELANTERA

HEWLETT - PACKARD introduce un nuevo modelo de bajo costo

VEA PAGINA 3

- Guerra de información en la China / 9
- Nuevos productos / 10
- Kilómetros de archivos / 13
- DBMS para micros / 17
- Administrando el Macintosh / 25

REFERRAL BONUS GRAND PRIZE WINNER

MARY CORNETTA PRESENTS BRYNA CURLEY WITH THE GRAND PRIZE

Bryna Curley, an account executive for Installed Technology International, was the recipient of the 1989 Employee Referral Bonus Program's Grand Prize Drawing. Those eligible for the grand prize were employees whose referrals has resulted in a successful hire during the '89 program year.

In order to be a candidate, you must have a referral that results in a hire within participating divisions. When the referred candidate has completed sixty (60) days of employment, you'll receive $400. Successfully refer three candidates in the course of the program year and you'll be eligible to participate in a special grand prize drawing. The winner of the drawing will receive a trip anywhere in the world valued at $2000, or $2000 in cash. ☐

SPOTLIGHT: IDC UK

From left-right, back row: Sue Hirst, freelance design consultant; Pete Foster, consultant; Nelson Manthorpe, accountant; Mike Haran, marketing executive; Virginia Haran, freelance interviewer; Shirley Horrocks, admin manager; Lillian Shapiro, MD; Donal O'Sullivan, UK research manager; Donald O'Reilly, telephone interviewer manager; Lucy Malone, MIS client services executive; Sally Taylor, information officer.
From left-right, front row: Alev Danis, account manager; Nick Martin, account manager; Linda Fielding, MIS manager; Clare Scanlan, admin assistant; Hilary Utley, custom research manager; Janice Whitehill, receptionist; Natasha Brown, MIS client services executive; Sylvia Morgan, account manager.

August 24th, 1989 was the 20th Anniversary of IDC U.K. IDC first came to the U.K in 1969, located in Camden Town, North London. In the year 1977, the company moved to Chiswick, West London to a converted coach house, built in 1880, where the company is at present.

When **Peter Rowell** remembers opening IDC's London office twenty years ago, he recalls a humble beginning. Besides himself, then the managing director, and now the units president, there were only two secretaries and a few telephone interviewers.

Rowell has much to be proud of these days, as IDC UK recently celebrated its twentieth anniversary and the company now has 18 employees offering market expertise to some of the world's largest technology companies.

The UK team has been successful in extending IDC's research strength to areas of special concern to European clients, as well as providing information on topics of worldwide interest, such as OS/2, Unix and system integration. What's more, they have an aggressive attitude about growing their business. Citing IDG's 10th corporate value - "Keep an action oriented, let's try it attitude," managing director **Lillian Shapiro** reports her team is "fighting fit, ready to run, ski or parachute to clients - whatever it takes to get the business."

Shapiro has over 12 years experience in the IT industry, is well suited for her role as managing director. She gained experience through sales and marketing positions with various companies including, Burroughs Machines (Now Unisys). After receiving a degree in chemical engineering, Shapiro joined Unilever, a European multi-national company which provided Shapiro with training in marketing. Since joining IDC, Shapiro has built up the profitability of the company substantially, and for the last two years, has been the winner of the Chairman's Award. She lives in a small village 25 miles outside London with two cats and her husband.

The sales team at IDC consists of **Alev Danis, Nick Martin** and **Sylvia Morgan**. Danis a 6 year veteran, is an account manager with responsibility for a number of major accounts, including IBM and Ashton-Tate. Danis holds a degree in History and Economic & Social History. Among the hobbies she is willing to divulge are reading, cycling, eating, dancing

CONTINUED ON PAGE 5

SPOTLIGHT

CONTINUED FROM PAGE 4

and general socializing.

Martin has been with IDC for 4 years, and as account manager is responsible for clients such as DEC and Lotus. A graduate of Oxford Polytechnic, his hobbies include cooking, eating, and mowing the grass.

Sylvia Morgan joined IDC in 1987 as part of the UK sales team where she manages several major accounts. Morgan's background lies in software development, publishing, and selling software solutions to Blue Chip Users. Her husband, and two children, enjoy accompanying her in her leisure pursuit of travelling around the world.

Marketing executive **Mike Haran,** who joined the company last month after working for a small photography company which specialized in still-life photography. Haran's favorite time is engaging in fast outdoor sports, and enjoys all watersports.

The MIS department, which is the ad-hoc enquiry service, has been in operations since 1980, and now has 42 clients. The department is managed by **Linda Fielding,** who has been with IDC for 18 months, prior to which she ran a similar department at a metals analyst company. She has degrees in English and Lingusistics, and Information Science. She lives in the center of London, and lists her interests as rock music, the theater, opera, American novels and Celtic culture. Enquiries are handled by **Lucy Malone**. Malone has been in MIS since the beginning of 1989. She has a degree in Library & Information Studies from the university College, Dublin, and worked for six years in public libraries in Dublin. Malone's interests include reading, walking, and rock climbing.

IDC UK has built an extensive library which is accessed by staff and clients alike. In charge of the the library is **Sally Taylor,** the information officer at IDC. She joined just over a year ago from the University where she studied Information Science. She formerly worked for a year doing volunteer work at a probation center, playgroups and a day center for prisoners. Outside of IDC, Taylor enjoys the theater, dance, eating out, and the cinema.

The administration department of IDC UK is headed by **Shirley Horrocks,** the administration manager since 1977. She is responsible for administration and personnel functions for IDC UK. Away from the office, Horrocks enjoys cooking, photography and sport. **Janice Whitehill** is the receptionist. Janice has been with IDC for 18 months, before which she spent 12 years working in the catering industry. She has a diploma in Catering Management. Whitehill is married with a son, Lawrence, who is 2 1/2 years old.

Claire Scanlan is the newest member at IDC UK; having just left school, she is , at 16, also the youngest. Scanlan will be working with Horrocks as an administration assistant. Her hobbies are netball, tennis & swimming.

IDC UK's financial accountant, **Nelson Manthorpe,** joined the company in April 1986. He has established a computerized departmental reporting structure incorporating ETSG and ITI. Manthorpe's European projects include assisting IDC offices in the development of their accounting capabilities, and coordination the implementation of the ETSG marketing database. His attention outside work is currently focused on the reduction of his golf handicap.

Hilary Utley manages the

CONTINUED ON PAGE 6

Spotlight...

CONTINUED FROM PAGE 5

custom research department. She has a degree in German Studies from Lancaster University, and has spent time living and working in Germany. Utley lives in West London, a few miles from IDC's offices. Her hobbies include the cinema, and sport in any shape or form, but particularly squash, running and waterskiing.

Donal O'Sullivan is responsible for IDC's UK reports. He joined IDC from the IT market research company INPUT in April this year, having previously worked with Fujitsu in Frankfurt. O'Sullivan studied electrical engineering at University College, Cork and went on to do an MBA at the European School of Management Studies. He is a keen sportsman. Soccer, tennis and skiing are his current favorites, but he wouldn't mind trying hang gliding or scuba diving (or a parachute jump!)

The third member of the custom UK research team is **Donal O'Reilly**. He joined in 1987, and is the key manager of the team of telephone interviewers. Donald has a keen interest in the theater and recently appeared in 'The Merry Wives of Windsor' with a local repertoire company.

People

From the Editorial Department, **Vera Dantas**, a ten year veteran of CW Brazil, authored a book that became a best-seller in the information area. It's entitled, Technical Guerrilla - The Real Brasilian Informatic Policy History. It's the first book to discuss The Policy, and is 300 pages in full.

ROAD RACE

On August 11, 1989, over 1,100 runners gathered on a wet and wild Friday night to compete in the Pickering Wharf 10K road race held in Salem, Massachusetts.

Installed Technology International had three men running in the race that night. **Chris Trivers** finished an amazing time of 33 minutes and 49 seconds to finish 27th. **Allen Keup** finished 12 seconds later which was good enough for 31st place. **Andrew Sambrook**, finished the course in the top 12th percentile.

WEDDING ANNOUNCEMENTS

Paula Smith, CW Publishing district manager will marry Ted D'Amico on September 3,1989 at Corpus Christi in Hasbrouck Heights. The newlyweds will honeymoon in Bermuda.

IDC Scandinavia's senior analyst, **Anne Lise Wang** was married on August 5, 1989. Wang married Bjoern Sperling in a Hoersholm church.

Network World's, **Beth Lazarus** will marry George Khoury on October 7, 1989. They will be married in West Virginia and honeymoon in Tijuana, Mexico.

BIRTH ANNOUNCEMENTS

On the morning of August 23, 1989, vice chairman of IDG Axel Leblois, and his wife, Christine, became the proud parents of their fourth child, Benjamin. He weighed 3.3 kilos (7 lbs. 4 oz.).

Features editor for CW Publishing, **Glenn Rifkin** and his wife, Deborah, announce the birth of their son, Benjamin David. He was born on August 13, 1989, weighed 7 lbs. 7 oz., and was 19 1/2 inches long.

Mary DeCristoforo Suenaert, conference administrator for IDG Conference Management Group, and her husband, Russell recently became the proud parents of their first child, Alicia Lynn on June 20, 1989.

ANNIVERSARIES

TEN YEARS
Louise Myerow - World Expo

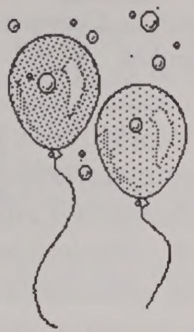
SEVEN YEARS
Diane Searles - IDG/P

SIX YEARS
Ernest Chamberlain - CW Publishing
Mary E Fanning - Network World
Carolyn Novak - CW Publishing

FIVE YEARS
Joseph Kerwin - InfoWorld
Paula Zinck - IDC
Steve Bocksette - CWCI Australia
Cristine Clyne - Network World

FOUR YEARS
Ritva Kokkonen - IDC Finland
Eric Knorr - PC World
Hans Weber - IDG Germany
Ian Winter - CW London
Patricia Sanclemente - IDG
Susan Miller - FCW
Colette Collas - IDC France

THREE YEARS
Vanessa Van Wyk - IDC Australia
Billie Brownell - PC World
Bonnie Mackeil - World Expo
Richard Adhikari - CW Hong Kong
Judd Aschenbrand - IDG CI
Bruce Guptill - Network World



TWO YEARS
Colin Brammall - CWCI Australia
David Egan - Digital News
Debra Davies - IDG/P
Debra Goldfarb Norton - IDC
Jan Harper - CW Publishing
Julie M Webber - InfoWorld
Karen F Niles - InfoWorld
Leslie Lord - IDC
Maribel Espinoza - CWCI Venezuela
Terri Schafer - CW Publishing
Sandra Kupiec - Network World

ONE YEAR
April Watkins - Publish!
Christopher S. Brown - CW Asia
Jeff Erickson - Publish!
Suzanne Hoerle - CW Sweden
Christopher Connery - IDG
Jim Martin - Publish!
Michael Valerio - PC World

IN THE NEWS...

SHARYN COOPER

The seventh annual PC World World Class Awards contest, honored Lotus Development's *Agenda*, a desktop organizer software product, and NEC Home Electronics' UltraLite laptop as its "Most Promising Newcomer". Published in the October issue of *PC World*, the awards are the only gauge of user approval in the PC industry.

Lotus Development of Cambridge, MA, won three software categories: Best spreadsheet with 1-2-3, Best Integrated Software with *Symphony*, and Most Promising Software Newcomer with *Agenda*. When asked about Lotus' new software product, one reader said, "*Agenda* is wonderful and lets me do things that I couldn't do before...it'll be a revolution, someday." ☐

WELCOME ABOARD

IDG MIS welcomes **Veronica Lyons** as application analyst. She will be responsible for the programming of OMNI. Lyons comes to IDG after spending nine years with the Digital Education Services Group where she taught courses such as COBOL, DATARIEVE, Utilities and Commands, as well as many others. In addition to her instructing responsibilities, Lyons was also the systems manager for various TOPS machines. Lyons received a B.A. in English from Framingham State College and attended Control Data Institute where she received a diploma in Computer Programming.

IDG/World Expo Marketing Services (WEMS) has added **Eileen McLaughlin** to their staff. She will be working in the capacity of administrative assistant, providing support for the unit. She will also be assisting with the many projects that WEMS has to promote the IDG trade shows and conferences. McLaughlin is a graduate of Chamberlayne Junior College in Boston.

William Strapko has been hired by IDC's Software Tech Service as senior software technology analyst. He will be responsible for support and research for STS clients. Strapko graduated from Alfred University in Alfred, NY with a BA in Math. He also received his MBA at St. Francis College in Ft.Wayne, Indiana. He enjoys canoeing, downhill and cross-country skiing.

Newly appointed editor-in-chief for *AmigaWorld*, **Douglas Barney** will implement editorial direction. Prior to joining IDG Peterborough, he was a senior editor for *Computerworld* magazine. He has a BA in Social Science/Economics from Bennington College.

IDG
WORLD
UPDATE

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Nuts & Bolts

Roommate wanted. Three bedroom near Oak Square in Brighton. Male or Female. Clean, responsible, professional preferred. $370/wk plus utilities. If interested, please contact Bart at X: 585, or Tom at X: 539 in *Network World* editorial.

Please be informed that Ace Media Agency Co. Ltd. has moved. Their new address is:

Rm. 1, 6 Floor
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Pa-Te Rd.
Taipei, Taiwan, R.O.C
Tel: (02) 396-5128
Fax:(02) 396-4511

THANKS!

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK
Shelly Ginenthal
IDC UK
&
Haines Gaffner
FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

IDG
WORLD
UPDATE
Volume 19, Number 31
September 11, 1989

Inside Next Week's Issue:

☐ *Peterborough Acquires Commodore Magazine*

☐ *PC World Launched In Italy*

Research Excellence Acknowledged By Peacock Award

Jim Peacock, a senior vice-president of IDC for 15 years until his death in 1981, left an important legacy in many areas. One of the primary areas is the professional excellence in which he organized, conducted and effectively wrote research projects, publishing them right on schedule.

To recognize the admiration for this area of excellence, the James Peacock Memorial Award was established. The award is presented each year to an individual at IDC's U.S. operation who makes the most important contribution in terms of professional excellence in organizing, conducting, and communicating with clarity, timeliness and effectiveness the results of that research to IDC clients.

Nominees are chosen by their group leaders, and then the acting president of IDC selects the winners. **Patrick McGovern**, chairman of IDG, presents the awards. The winner receives an engraved plaque and $3,000 in cash. The runner-up receives a certificate and $1,000 in cash.

This year's awards were presented to **David Vellante**, vice-president of peripherals, and **Eileen O'Brien**, senior research analyst.

Over the last few years, IDC's peripherals division-- date storage and printers -- has been one of the fastest growing markets with 1989 revenues of over $1 million, up from just a few hundred thousand in 1987.

CONTINUED ON PAGE 4

A KNACK FOR THE MAC

Increased interest in computer graphics gave rise to the second annual Macintosh Masters Art Contest. *Macworld* magazine announced the winners in its August issue.

This year's entries were much more technically accomplished. Last year's experimental hardware and software capabilities became commonplace. Quality was higher, and despite the continuing lack of affordable ways to produce quality output, color was everywhere.

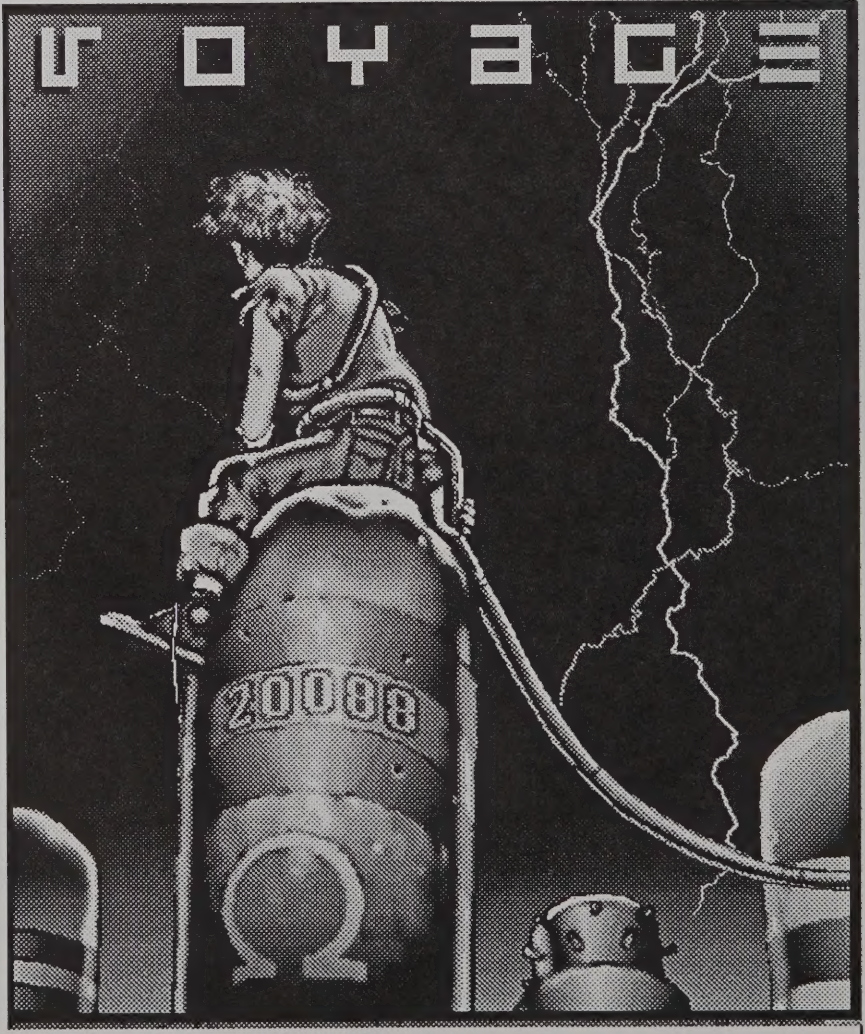
The nature and variation of this year's work and the thousands of entries revealed yet a stronger interest in computer graphics. Macworld's associate editor, **Suzanne Stefanac,** reported, "Some entrants were clearly professional, and some were amateur. All entries stretched technology to develop a surprising way to demonstrate new uses and put them to work. It's very encouraging!"

Graphics design was the most popular category, while the formerly dominated printed media declined. Animation increased by 10 times the amount of entrants from last year; one piece even arrived on CD-ROM. There were audio pieces; a multimedia presentation involving animation, video, slides and music; and despite the separate Superstacks Hypercard contest, there were Hypercard entries of all kinds.

Judging the art and assigning awards in eight categories required a panel with a mix of aesthetic and technical expertise. The panel consisted of Julie Lazar, curator of media and performing arts at the Museum of Contemporary Art in Los Angeles; Rob Riley, curator of media at the San Francisco Museum of Modern Art; Christopher Burg, design consultant and former art director at *Macworld*; Carl Rosendahl, president of Pacific Data Images, a producer of computer animation for television and film; and Lynn Hershman, credited with creating the first video art disk.

In the category of Graphic Design, Pattie Belle Hasting (Atlanta, Ga.) took first place

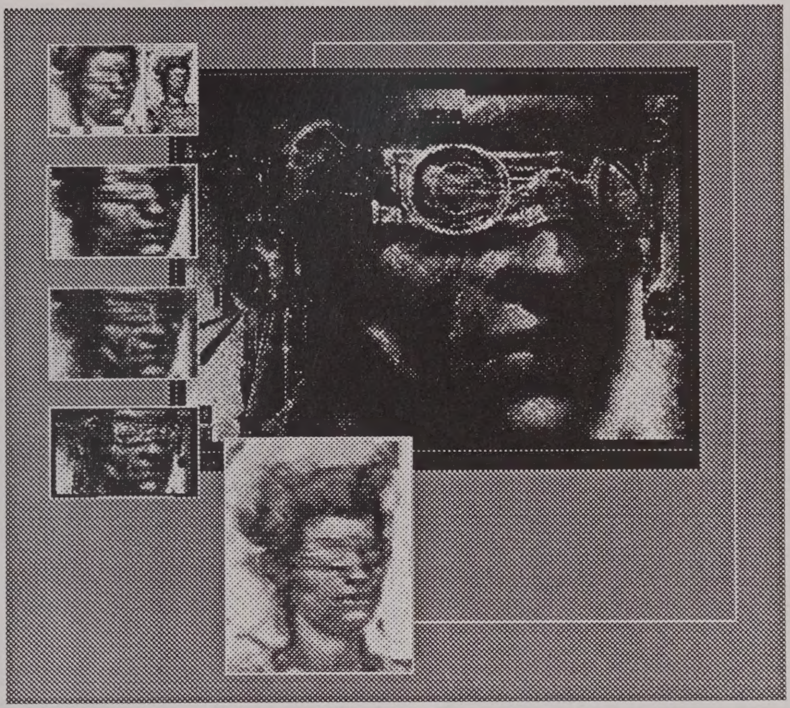
CONTINUED ON PAGE 3



VOYAGE, FIRST PLACE IN THE CATEGORY OF ILLUSTRATION

CONTINUED FROM PAGE 2

and Grand Prize for her entry, *Implementing Architecture* (pictured). She won a Tektronix Color Image Printer as grand prize, and for placing first, she won an Adobe Collector's Edition, Volumes I and II. In the category of Business and Informational Graphics, first place and Grand Prize were awarded to Zuzana Licko (Berkely, Calif.) for her entry, *Signs of Type*. Licko won a Truevision NuVista 32-bit color board as her grand prize and selected a copy of Aldus FreeHand for winning first in the category. The Fine Arts category awarded its first place and Grand Prize to Brad Yazzolino (Portland, Or.) for his admission, *Voltaic Pile, Transistor, Silicon Chip: Three Memorable Moments in the History of Electronics*. Yazzolino chose Digital Darkroom as his prize. Darrel Anderson (Colorado Springs,) was awarded first place in the category of 3-D/Image Synthesis for *Platinum Toad*. Anderson selected PageMaker as his first-place prize. In the category of Animation/Video, Robert Haydock won with *Computer Graphics*. He selected Microsoft Excel for his prize. In the Wild Card category, Doug Kahn (San Francisco) won first place and Grand Prize for *The TrompeBone of Chris Schiff*. For his first place prize, Kahn selected Microsoft 4.0. For Technical Illustration, first place was awarded to Daryl Hutchinson (Ponticac, Mich.) for *Santa Fe*. He chose a selection of four Adobe fonts for his prize. In the category of Illustration, first place was awarded to Pepe Moreno (New York) for *Voyage* (pictured). Moreno will receive Adobe's PhotoShop as soon as it is released.



PROGRESSION, SECOND PLACE IN THE CATEGORY OF FINE ARTS

A final observation made by associate editor, **Joe Matazzoni** was that this year's contest entrants were clearly more comfortable with computer graphics technology. "The Mac isn't yet at the point where it's taken for granted as just another medium. Perhaps the most telling evidence of this is the large percentage of entries that take the computer explicitly as their subject," Matazzoni stated.

Macworld will continue to encourage and celebrate the best in Mac art through the Macintosh Masters contest. As Stefanac added, "It would be nice to have a demonstration of the winners at the Macworld Expo booth so that images could be displayed and people could be made aware of the quality that can be achieved."

Anyone interested in entering the contest can receive information from Macintosh Masters, Dept. 1A, *Macworld* Magazine, 501 Second Street, San Francisco, Calif. 94105.

PEACOCK AWARD...

CONTINUED FROM PAGE 1

This financial performance has been directly attributable to the high research standards that Vellante has set for himself and his group. By staying extremely close to his customers and the wider storage community, Vellante has consistently produced timely, relevant and highly accurate research, while emerging as one of the industry's leading storage analysts. For his ability to successfully mix the often conflicting roles of management and analysis --demonstrating the spirit of research professionalism-- Vellante was chosen as this year's recipient of the James Peacock Award.

With the rise of the PC, computer terminals are no longer as highly visible as they once were. This may explain why IDC's success in this area has not always received the attention it has deserved. But over the last four years, IDC has essentially come from nowhere to displace Dataquest as the industry's leading source of information on the terminal industry. The formula for success has been simple: IDC has adapted its methods and definitions to meet the needs of a changing market; it has produced more accurate and detailed data than the competition; and it has closely monitored the industry by developing a wide network of contacts that have been nourished by high levels of customer service.

Pat McGovern and Tom Swithenbank presenting Dave Vellante with the James Peacock Award

Eileen O'Brien Receiving her award from Pat McGovern and Tom Swithenbank

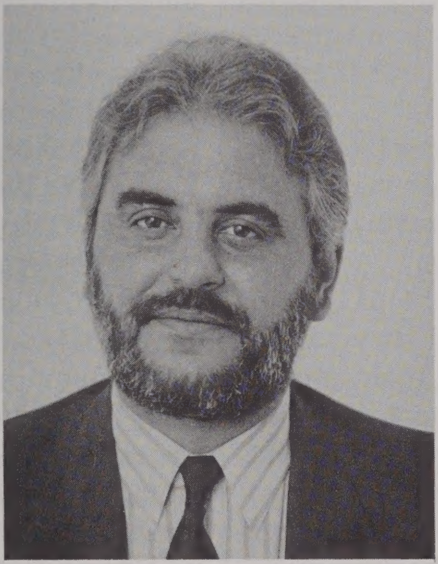
For the last four years, O'Brien has been a vital part of this process.

Starting as an account representative, she has learned the terminal business, risen to senior researcher and is now one of the most widely recognized analysts in the industry. Her high-quality research is evident in numerous reports and bulletins that have consistently been delivered on time. Her efforts have put IDC's terminal data well on the way to becoming the de facto industry standard.

O'Brien's ability to continually deliver the information her customers truly need, and the quality and diligence that characterize her work, make her well-deserving as runner-up for the James Peacock Award. ☐

MOUJABBER NAMED PRESIDENT OF WEC

Cherif F. Moujabber was recently named president and chief executive officer of World Expo Corporation, a subsidiary of International Data Group. As the full-service exposition and conference production organization expands globally, Moujabber will oversee the opening of new offices in Paris, where he will soon be headquartered.



"The appointment of world-class manager Moujabber to the position of World Expo president and CEO underscores IDG's commitment to the globalization of its conference and exhibition business," explained IDG president **Walter Boyd**. "Using his international expertise to develop business in North America, Europe and Asia, Moujabber is expected to propel the company's revenues into the $100 million range by the mid-1990s. At the same time, he will oversee World Expo Corporation's continued tradition of providing quality management, sales, marketing and promotional assistance to information-technology industry events."

Moujabber, formerly based in Singapore, comes to IDG from Cahners Exposition Group, where he was vice-president of the Asia/Pacific region. During his career, he managed, supervised and launched shows within the U.S., South America, Europe, Africa and Asia. These shows covered industries from electronics, telecommunications and electrical equipment to aerospace, energy and computers. They ranged in size from relatively small to mammoth 50,000-sq.-yd. net productions. ☐

LE GRAND MONDE

SPÉCIAL DISTRIBUTION

LE MONDE INFORMATIQUE

UNE PUBLICATION IDG COMMUNICATIONS FRANCE

Les mal-mariés

TENDANCES

DEUX GRANDS COMPTES TÉMOIGNENT

PRIX : LA LOGIQUE REPREND SES DROITS

TOUT LE MONDE VEUT DISTRIBUER...

QUI PEUT IMPORTER ?

Gerard ADAMIS

OPPORTUNITÉS GÉANTES POUR CARRIÈRES À L'ETROIT

Infopoint invente le Service Avant Vente.

In a field where everyone would like to be the biggest, *Le Monde Informatique*, published by IDG Communications France, printed an exceptional issue in accordance with the focuses it contains. It is exceptional because of its size (73 by 53 cm), its print run (50,000 copies) and its 24 four-color pages.

Dedicated to the computer reseller market, this "big-size" *Le Monde Informatique* will be mailed to all subscribers and sold in newsstands with the regular issue dated September 18.

This original idea comes from the Challenger Advertising Agency and the dynamism of the commercial team of *Le Monde Informatique.* ☐

COMPUTERWORLD 100 TRACKS TRENDS IN CORPORATE IS

There is good news for users of information systems, according to the second annual *Computerworld* Premier 100 issue. America's top corporate users of information systems upped their IS spending by 13%. The September 11 supplement to the newsweekly *Computerworld* found a total IS outlay of $30 billion for 1989 - - up $4 billion over last year.

"Despite a slow computer industy, corporate America continues to put a premium on information systems," said **Michael Sullivan-Trainor**, editor of the CW Premier 100. "However, the corporate IS focus is shifting away from operations and toward applications development."

According to the *Computerworld* Premier 100, two trends in IS management are emerging: First, a growing number of companies are emphasizing internal applications development, a sign that they are working on strategic applications for competitive advantage. Second, in spending their computer budgets, nearly 83% of the target group increased the number of networked personal computers in 1989, with each organization moving an average of five major applications from larger systems to the networks. Survey response also revealed a surge in corporate use of personal computers with more than 90% of the target companies confirming an increase in the number of PCs and workstations compared with the number of terminals.

The CW Premier 100 discovered these trends in developing IS for corporate competitive advantages:

- More than 59% of the survey group said they had increased staff in their applications development divisions.
- Corporations are increasingly turning to outsiders for help forming integrated business and technology strategies.

A significant number of companies, including six of the Top 10 in the *Computerworld* Premier 100 ranking, have formed independent computing operations that provide services to the parent company and/or to other businesses. MCI, GTE, Contel, Banc One, Security Pacific and American Airlines have spun off companies that are devoted exclusively to providing technology services. Both American and Security Pacific market services to outside companies as well.

The Top 10 companies in the 1989 *Computerworld* Premier 100 in order are telecommunications giant MCI Communications of Washington, D.C.; electronics manufacturer GTE of Stamford, Conn.; American Airlines Reservation Systems Corp. of Fort Worth/Dallas, Texas; Bankers Trust of New York, N.Y.; Banc One of Columbus, Ohio; defense contractor General Dynamics of Hartford, Conn.; Security Pacific of Los Angeles, Calif.; hospital equipment manufacturer Baxter International of Chicago, Ill.; Contel of Atlanta, Ga.; and consumer products manufacturer Gillette of Boston, Mass.

From its target group of 500 service and industrial Fortune 1,000 companies, the research and editorial team at *Computerworld* collected statistics which, together with information gathered from CW sources, determined each company's ranking for 1989. Six critical indexes were ranked and multiplied by a weighted factor to calculate a score for these categories: Current market value, estimated budget, profit, staff, training and PCs and terminals. ☐

SPOTLIGHT: PC BUSINESS WORLD

PC Business World is the flagship publication for CW Communications/UK. With over a 20% readership of the market, *PC Business World* is established as a reputable publication. Launched in September 1984, *PC Business World* has a circulation of 25,500, and its main audience is corporate buyers who purchase PC products and services. A recent independent survey showed *PC Business World* to bemore popular with readers than the weekly competitor, *PC Week.*

In January 1989, *PC Business World* was redesigned to set the magazine apart from other UK titles and generate increased revenue based on improved quality. It was also the aim of the publication to more closely reflect the readership from general PC users to include a large proportion of senior management within the *Financial Time's* top 1,000 companies.

The editorial strategy of *PC Business World* is to include coverage of new items, software, hardware, networking developments and reviews of specific hardware and software packages relevant to business users. These are supplied by staff, commissioned reporters and a pool of free-lance specialists.

A number of quarterly supplements have also been launched, including *Business Graphics Review* and *Spreadsheet Review.* These are designed to be practical guides for specific products. *Macworld,* a former *PC Business World* supplement, has recently been launched as a monthly publication and has met with enormous success.

The publisher of*PC Business World* is **Robert Norum,** joined CWC/UK in 1983 from the University of Nottingham with a B.A. degree in English and American studies.

Editor **Robert Walczy** has a B.S. degree in English and Physics from the University of Notre Dame and an MBA in Financial Management from Xavier University in Ohio. Walczy has over 30 years' experience in the computer industry in marketing services and technical roles. This includes management posts with ICL and NCR and management consulting in the U.S. Since joining *PC Business World,* Walczy has focused his attention on the editorial direction of the magazine. "Through surveys we have conducted of our readers," he said, "we found that reviews, buyer guides and product news are the most popular features. So, for the foreseeable future, we will be developing those areas and increasing our coverage there."

Deputy editor of *PC Business World* is **Mike Magee**. Magee joined in April 1989 from his previous post as publications manager/editor at International Software. His varied career history includes working as a public relations consultant, technical writer and civil servant.

The editorial and production team includes **Ralph Bancroft** as consulting editor, **Mark Hamilton** as reporter, **Andrew Ryan** as art editor, **Milton Finesilver** as production editor, **Katy Holland** and **Steve Prescott** as sub-editors and **Claudette Heslop** as editorial secretary.

The display advertising department is run by **Bryony Graham** and her assistant, **Jayne Gorman**. Graham joined CWC/UK as sales executive in September 1986 after graduating from Warwick University with a B.A. degree in English and American Literature. After achieving recognition as top salesperson in the company for 1987 and 1988, she was promoted to advertising manager in Janu-

CONTINUED ON PAGE 8

SPOTLIGHT...

Photo by Lesley Palmer

PC BUSINESS WORLD - (LEFT TO RIGHT) RICHARD WILLIAMS - CLASSIFIED AD MANAGER, ROBERT WALCZY - EDITOR, BRYONY GRAHAM - ADVERTISING MANAGER, ROBERT NORUM - PUBLISHER, MAKE MAGEE - DEPUTY EDITOR, AND JAYNE GORMAN - ASSISTANT AD MANAGER.

ary 1989.

Gorman joined *PC Business World* as sales executive in April 1987 after graduating from Trent Poly with a B.A. degree in Communication

Studies. She became assistant advertising manager in December 1988.

The team of sales executives for display advertising includes **Sue Greenhough, Michelle Burns, Pauline Clarke** and **Tony Stokes**.

Classified advertising manager **Richard Williams** has a B.A. degree in History and Geography and joined *PC Business World* with a background in advertising management. Under Williams' guidance, the department has reached the position of market leader, and he intends to keep it that way!

Sales executives for classified advertising are **Tracy Bates** and **Michael Breen.**

The production department is run by **Wendy Chaston**, group production manager, and support staff **Katherine Dunham** and **Kathy Holt**. Chaston, who previously worked in cable television and in various freelance posts, joined CWC/ UK in 1987 as production assistant and later took on responsibility as production manager for monthly magazines. Chaston subsequently transferred to *PC Business World* where she "enjoys the challenge of working in the more pressurized environment of a weekly magazine." ☐

RECYCLING PAPER DOWN UNDER

Conservation of the environment is important to everyone around the globe. In Australia, residents are particularly concerned with the damage to the ozone layer, loss of the rainforest and disposing of problematic waste material.

The media is constantly asking individuals how they can help to slow down the destruction of the earth. One of the most frequent responses is to recycle.

Australians are encouraged to throw food scraps into compost heaps and to separate glass and paper for recycling.

At IDG Communications Australia, print overruns, returned subscriber copies and general day-to-day office work amount to a considerable sum of waste.

Janice Jones contemplated the waste and decided to implement one of IDG's Top 10 corporate values: Keep an Action-oriented "Let's Try It" Attitude. Jones coordinated a recycle team. Rather than pay garbage collectors to take the waste away each month, IDG/C Australia now recycles all paper waste. Beside every photocopier, in every department and beside some individuals desks there is a recycling box where employees store all waste paper. When the box is full, a volunteer takes the contents to the recycling bags. These five-foot bags in metal containers are located in the parking lot. When the bags are full, a recycler trucks them away; eventually it reappears elsewhere as recycled paper.

Employees feel that the best part of the whole exercise is the wonderful team spirit it has awakened. Everyone throws every scrap of paper into their recycling boxes. They are really supportive of the program! ☐

People

International Marketing Services (IMS) has moved to a new location. Their new address is:

IMS
187 Oaks Road
Framingham, MA 01701

Tel: (508) 879-0700
Fax: (508) 872-2797

Extensions:
Frank Cutitta - 697
Marsha Lindsey - 491
Sheryl Merchant - 483
Maureen Rondeau - 669
Veronique Lamarque - 668

Martha Stephens, director of Human Resources, has been appointed to business manager of NETworking. A journal published biannually by the Mass. chapter of American Society for Training and Development. Stephens responsibilities will include marketing strategy, circulation and budge management. Stephens will volunteer 100 hours during the course of the year to establish fiscal integrity and the implementation of a marketing plan. ☐

THANKS!

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK

PC Business World
Joe Mattazoni
Suzanne Stefanac
Joan Geoghegan
Maxine Czysnok
Marianne Khoubesserian

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

Nuts & Bolts

Ski The Colorado Rockies: For rent, luxury 2 bedroom, 2 bath Condominium. Jacuzzi. Sleeps six. Ten minutes from Copper Mountain, Breckenridge, Keystone and A-Basin. Twenty minutes from Vail and Beaver Creek. If interested, please contact **Francie Mendelsohn** at (301) 977-8445.

For sale. Ashland, 4 bedroom, custom cape home. Country Kitchen. 1 1/2 bathrooms. Hardwood floors. Oversized rooms. Asking $172,500. If interested, please call (508) 881-3139.

For sale. Ford Escort hatchback. Automatic, A/C, AM/FM, PS and PB, rear window defrost, and intermittent wipers. In very good condition. Asking $2,200. If interested, please contact **Kristine** at (508) 875-5000 ext. 4283.

IDG WORLD UPDATE

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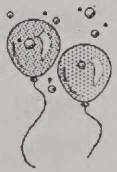
ANNIVERSARIES

EIGHTEEN YEARS
Eileen O'Brien - IDC

FIFTEEN YEARS
Ann Dooley - CW Publishing

EIGHT YEARS
Susan Donohoe - IDG/P



SEVEN YEARS
Pat Blackman - CWCI Australia

SIX YEARS
Frances Benedict - IDG
Shawn LaFlamme - IDG/P

FIVE YEARS
Judy Sutter - PC World
Raymond Petsche - PC World
Steven C Moore - Network World

FOUR YEARS
Frank Genovese - CW Publishing
Karlyn Kilroy - Financial Services
Veronique Gailliard - CW France
Janell Marie Brown - InfoWorld
Sylvie Wacquant - IDC France

THREE YEARS
David Hill - IDG CI
John Cox - Digital News
Bradley Christenson - IDC
Gregory Boren - InfoWorld
James Farley - IDC
Kathryn Esplin - Digital News
Scott Lum - PC World

TWO YEARS
John Griffin - PC World
Susan Champeny - Network World
Valerie Elmore - Digital News
Kevin Greene - PC World
Paula Stone - InfoWorld
So Fong Yip - Macworld

ONE YEAR
Annette Bremer - Macworld
David Card - Financial Services
Doreen Ferguson - IDG
Phillis Borden - IDC
Carloyn Casey - PC World
Cynthia Bates - PC World
Michael Malone - IDG
Nancy Sheehan De Lopez - IDG
Eric Brown - PC World
Curt Beaumont - IDC

IDG WORLD UPDATE

Volume 19, Number 32
September 25, 1989

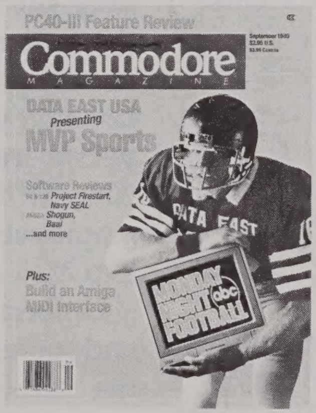
INSIDE NEXT WEEK'S ISSUE:

☐ *Computerworld Co-Sponsors Soviet Tennis Tournament*

☐ *IDG/C List Services Regains Macworld List*

IDG/P ACQUIRES COMMODORE

Stephen Robbins, publisher of *RUN* and *AmigaWorld* magazines at IDG Communications/Peterborough announced the acquisition of *Commodore* magazine.


PC40-III Feature Review
Commodore
MAGAZINE
September 1989
$2.95 U.S.
$3.95 Canada
DATA EAST USA
Presenting
MVP Sports
Software Reviews
Project Firestart,
Navy SEAL
Shogun,
Baal
...and more
Plus:
Build an Amiga
MIDI Interface
DATA EAST
MONDAY NIGHT FOOTBALL
abc

The publication that covers Commodore computing will now be merged with *RUN* and *AmigaWorld.*

"I feel that this will be a very advantageous acquisition for both *RUN* and *AmigaWorld,*" stated Robbins. It will serve to strengthen both magazines' already dominant positions in their respective marketplace, as well as deliver an even larger number of quality Commodore product buyers to *RUN* and *AmigaWorld's* advertisers."

The merger is expected to add a total of 45,000 paid subscribers, which will be divided among the two IDG publications. It will enhance *RUN's* Leadership position and contribute to its strategy of serving the C-64/C-128 marketplace for many years to come.

Lloyd Mahaffey, Commodore Business Machines' vice-president of marketing explained, "We are pleased with this new relationship between Commodore and IDG. Our valued customers who own C-64, C-128 or Amiga computers will be given the option to choose the highest quality publication, either *RUN* or *AmigaWorld*, to continue their subscriptions." ☐

ITALIAN SUBSIDIARY LAUNCHES *PC WORLD ITALIA*

IDG Communications, the world leader for information on information technology is happy to announce the launch of *PC World Italia*, a new monthly magazine dedicated to the Italian PC users.

The new monthly will be presented to the press and to the major DP vendors during a press conference Tuesday, September 26 at 5:30 pm in the Grechetto Room, Palazzo Sormani in Milan.

The monthly will be circulated both in newsstands and by subcriptions. Thanks to our test labs in Menlo Park, Calif., Paris and Milan. The editorial content will be mostly dedicated to product testing. This will allow *PC World Italia* to be a most useful tool for its readers.

The editor-in-chief will be **Giulio Ferrari**, who was responsible for the Microcomputer section in *Computerworld Italia* for two years. The advertising sales manager will be **Mario Toffoletti**. Toffoletti was formerly the sales representative of the famous daily, *La Republica*.

The fist issue of *PC World Italia* will be published at the end of January 1990.

PC World Italia will join *Computerworld Italia* in the Italian subsidiary of IDG Communications. **Umberto Costamagna** has been the publisher of *Computerworld Italia* since 1987, and will become the managing director of the Italian subsidiary of IDG Communications starting October 1st, 1989.

After the outstanding results of the relaunch and restructuring of *Computerworld Italia*, Costamagna requested to assume overall responsibility for *PC World Italia* in order to achieve the same success. The results of the Italian subsidiary have been impressive: during the last two years, the average yearly revenue increased 70%, with the number of employees escalating from 7 to 25.

Umberto is a theater fan, and spends his spare time as the director of a theater group. His group has already presented a comedy from Schwartz. He is a professional journalist, and graduated in Political Science from Pisa University. His wife, Mariangela, is a corporate recruiter and their son, Emanuele, 4 years , has already been the top model of *Computerworld Italia's* ad campaign. ❑

LARGEST ISSUE EVER FOR *NETWORK WORLD*

The September 25 issue of *Network World* will be the largest issue to date, according to **Paul McPherson**, director of advertising sales.

The publication boasts 112 pages with ad pages amounting to a whopping 62. For the month of August in 1988, ad pages totaled 65. This month, *Network World's* ad pages will total 132.

Network World, according to the T.A. Report, has had a growth of 24% for the first six months of 1989, and is the only publication among traditional competitors to exhibit an increase. ❑

IDC RELEASES TOP 25 U.S. MS VENDORS

International Data Corporation's (IDC) Processor Services Group recently released the industry's most detailed and objective analysis of the top 25 U.S. multiuser systems vendors. Highlights for each vendor include commentary on present and future strategies and data on on company shipments, installed base and distribution channels.

IDC's report titled, 1989 Multiuser Vendor Profile Reference Book is available for sale by calling IDC's report sales group at (508) 935-4001. ❑

CLARK AWARDED SCS FELLOWSHIP

George Clark, director of Single Copy Sales for *PC World, Macworld* and *Publish!* in San Francisco, has been chosen for the first IDG Fellow in the area of single copy sales.

Clark has headed up single copy operations since the birth of each PCW Communications publication, gaining leadership positions for these titles in the single copy arena. Twelve years in the single copy sales industry has given him both broad, as well as, in-depth knowledge of virtually every aspect of single copy sales. During this period he has launched or worked with over thirty different publications of all types and circulation size.

GEORGE CLARK

> *"I fully believe in this type of program. I see excellent opportunities for IDG publications to benefit from shared ideas and information in the areas of competitive sales analysis, point of sale activity, distribution methodology and cover analysis."*

As an IDG Fellow, Clark will travel to IDG companies to help find ways of increasing paid circulation levels, increasing single copy profitability, and in the development of an information sharing network. During this time, Clark will continue his full-time duties at PCW in San Francisco. "I fully believe in this type of program. I see excellent opportunities for IDG publications to benefit from shared ideas and information in the areas of competitive sales analysis, point of sale activity, distribution methodology and cover analysis," stated Clark.

The main emphasis is in three broad areas: Find and develop ways to increase paid circulation levels, develop ways to make single copy sales more profitable and develop improved single copy sales projection capabilities.

The most challenging issues facing single copy sales is the lack of increased display space. As more and more titles are brought into the system; 500 new publications annually in recent years, the retailer reacts by limiting title lists, prematuring copies, (sending copies back before the end of the on-sale cycle), and charging extra fees —all of which cost the publisher added expenses, protentially higher revenues and increased copies sold.

Due to IDG's strong decentralization philosophy, PR promotion, sales, marketing research, and financial matters are certain areas where there is possible and proven success for contract negotiation. One of the most important, yet fundamental benefits is derived from information sharing and cross-fertilization of ideas and concepts between IDG companies. ❑

SPOTLIGHT: IDC KOREA

Founded in 1987, IDC Korea provides essential information on the computer and telecommunications industries to both domestic and foreign corporations, government agencies and research institutes through custom consulting and distribution of IDC's wealth of published reports and newsletters.

BACK ROW (L TO R) DAVIS BLAIR, BRUCE WITNEY, AND Y.S. KIM
FRONT ROW (L TO R) KWANY BOK PARK, BYUNG RIM SUH, JINHEE KIM AND SUNHEE HONG

As recently as five years ago, almost all business consulting firms were incurring heavy losses in their attempts to do business in Korea. The thought of "purchasing" information from outside sources was unthinkable. At present, these same firms are beginning to open up to the idea of accepting outside help in the areas of product development and market research.

In its short two-year history IDC Korea has been able to effectively penetrate the shielded exterior of Korea's largest conglomerates. Once on the inside, the staff has been able to effectively communicate to the prospective client exactly how valuable and indispensable a service they can provide.

IDC Korea's amazing growth story began in 1988 when **Yongsun Kim** took over the helm as president. Kim has brought the office to an unexpected level of profitability, almost quadrupling bookings at US$452,000 compared to the previous year's US$119,000. Kim expects that turnover for this fiscal year will reach US$500,000 based on earnings to date, and projected earnings for the remainder of the year. Looking to the coming year Kim stated, "Although I've set our fiscal plan within reason my hope is that we can go beyond that and actually double bookings and revenues over this year."

A graduate of the Korean Naval Academy, Kim uses his strong leadership qualities to drive his staff, but tempers his authority in a way that makes each employee feel like an integral part of the close-knit IDC Korea family. Before IDC Korea was established, Kim ran Korean operations out of IDC's Hong Kong office. Prior to that, Kim was marketing director for Sperry-Univac in Korea for eight years and spent two years with IBM, giving him the kind of background and experience in computers that is so vital in making an operation like IDC Korea a successful one. An avid jogger, Kim puts in five kilometers every morning before work and enjoys outings to the mountains or waterways on weekends with his family.

IDC Korea consists of the

Human Resources News

NEW POSITIONS THIS WEEK

September 25, 1989

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

TAX ACCOUNTANT (IDG)

Responsibilities include assisting in preparation of various tax returns and tax provisions. Maintaining annual tax calender, researching tax issues, reconciling general ledger tax accounts, and assisting in Federal and State income and sales tax audits. Requires a Degree in Accounting, one to two years accounting/tax experience, and personal computer experience.

ACCOUNT REPRESENTATIVE (WEC)

Primarily responsible for securing attendees for various IDG/CMG conferences and expositions. The position requires heavy emphasis on outbound call activity conducted by telephone. Other responsibilities include developing an understanding of the information and communications industry, maintaining accurate sales records, producing regular sales forecasting and registration reports, and interfacing with management and support individuals. Requires an individual who is detail oriented, preferably with one year sales experience and college degree, and has the ability to work as a team player. Training provided in conference product and use of computer sales support systems.

ADMINISTRATIVE ASSISTANT (WEC)

Entry level position in the Marketing Services Group to assist in production of promotional campaigns and other collateral material for trade shows and conferences. Responsibilities include typing and proof reading, distributing mail, maintaining system for logging department invoices and monitoring actual expenses vs. budget, ordering supplies and lists, maintaining sample file, sending ad insertion orders and providing general clerical support. Ideal candidate will be detail oriented, have pleasant phone manner, possess excellent spelling, grammar and typing ability, and be able to handle multiple tasks and deadline pressure. Word processing experience a plus. College and 1-2 years office experience required.

SENIOR WRITER (CW)

Responsible for proposing, researching and writing original news, technical and feature stories and for generating stories on assignment from editorial management. Also generates occasional analytical stories based upon original research. Requires minimum of two years professional journalism experience and an additional year covering the computer industry. Demonstrated writing ability with fast, accurate production and little or no requirement on copy produced. Proven reporting skills with the ability to establish contacts within the computer industry, find news leads, uncover and analyze trends.

FEATURES WRITER (NWW)

Responsible for researching and writing in-depth, management-oriented feature articles on different aspects of data communications and telecommunications technologies. Occasional travel required to attend industry events and conduct interviews. Requires at least two years professional experience in writing technology-oriented feature articles. Must possess superior interviewing skills and ability to write from a managerial perspective as well as from a technical perspective. Journalism or technical degree is a plus.

RECEPTIONIST P/T (IDG/CI, Parumus , NJ)

Responsibilities include receiving all incoming calls and deliveries, forwarding calls to sales staff or their assistants, and taking messages. Also helps with typing of labels, stuffing envelopes, and securing doors and machines at the end of the day. Requires a high school education, typing skills, a receptionist background is helpful but will train.

PROGRAM MANAGER (IDC)

IDC's Communications Industry Research and Consulting Group seeks Program Manager, Data Communication Equipment Technologies. Technologies covered include: Modems, Multiplexers, Packet Switching Equipment and Services, and Network Management Systems. Responsibilities include managing two research analysts, consulting to clients on a customized basis, and generating written research materials.

ASSISTANT ART DIRECTOR (IDG/P)

Custom Publishing division seeks a mature self-motivated individual to handle the creative responsibilities for a variety of magazine projects. Ideal candidate should have two years experience using Macintosh and Quark Xpress, plus three to five years in publishing.

Job Opportunities

Revised: September 25, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone #
IDG	Tax Accountant	Framingham, MA	S. Perry	(508)935-4407
IDGCI	Admin. Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDGCI	Receptionist P/T	Paramus, NJ	P. DeBiase	(201)967-1350
WEC	Conference Admin. (CMG)	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Representative	Framingham, MA	S. Perry	(508)935-4407
WEC	Admin. Assistant (MSG)	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Sr. Account Exec.	Framingham, MA	S. Perry	(508)935-4407
IDC	Quickserv Interviewers P/T	Framingham, MA	H. Klein	(508)872-8200
IDC	Research Analyst	Framingham, MA	D. Vellante	(508)872-8200
IDC	Admin. Assistant	Framingham, MA	A. Goldberg	(508)872-8200
IDC	Program Manager	Framingham, MA	M. Leary	(508)935-4720
IDC/WA	Director of Research	Washington, DC	M. Young	(703)893-0833
CIO	Sr. Writer/Editor	*CIO*, Framingham, MA	M. Blumenthal	(508)875-5000
CIO	Operations Assistant	*CIO*, Framingham, MA	L. Kenney	(508)875-5000
CWPI	Senior Correspondent	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Sales Assistant	Natick, MA	A. Longley	(508)879-0700
CWPI	Display Ad Coord.	Framingham, MA	M. Carter	(508)879-0700
CWPI	Senior Writer	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Regional Mgr./Class. Ad.	Paramus, NJ	J. Corrigan	(508)8790700
NWW	Prod./Typographer	*Network World*, Framingham, MA	C. Polack	(508)879-0700
NWW	Production Asst./Mech. Art	*Network World*, Framingham, MA	A. Finn	(508)879-0700
NWW	Features Writer	*Network World*, Framingham, MA	S. Moore	(508)879-0700
DNP	Circulation Coord.	*Digital News*, Boston, MA	D. Winders	(617)482-8470
FCW	Administrative Asst./Sales	Falls Church, VA	T. Karney	(703)876-5100
FCW	Asst. to President/Pub.	Falls Church, VA	S. Woit	(703)876-5100
IDGC/P	Sales Associate	*PC Resource*, New York, NY	T. Rousseau	(603)924-9471
IDGC/P	Marketing Associate	*PC Resource*, Peterborough, NH	S. Stewart	(603)924-9471
IDGC/P	Marketing Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Administrative Asst.	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Assistant Art Director	*Mon.Cust.Pub*,Peterborough,NH	G. Lodge	(603)924-9471
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Research Manager	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	PC Test Technicians	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Advertising Coordinator	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Editorial Asst.	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602

MAC	Assistant to the Editor	*Macworld*, San Francisco, CA	J. Borrell	(415)243-0505
MAC	Editorial Asst.	*Macworld*, San Francisco, CA	A. Mello	(415)243-0505
PUB	Catalog/Class. Accnt. Mgr.	*Publish!*, San Francisco, CA	L.Backus	(415)546-7722
PCW	Asst. to the President	*PC World*, San Francisco,CA	H. Holbrook	(415)546-7722
PCW	Circulation Promo. Mgr.	*PC World*, San Francisco,CA	H. Martin	(415)546-7722
PCW	Administrative Asst.	*PC World*, Irvine, CA	F. Cowen	(714)250-1307
PCW	Associate Editor	*PC World*, San Francisco, CA	E. Bott	(415)546-7722

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta (508) 875-5000
IDC	Elaine Ouellette (508) 872-8200
CW	Barry Coughlin (508) 879-0700
NWW/DN/CIO/FCW	Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Holbrook (415) 546-7722
InfoWorld	Marcia Mason (415) 328-4602

JUST A REMINDER

John Hancock does not have separate claim forms for prescription reimbursement. Any prescription receipts submitted to John Hancock should be attached to a **Group Health Claim Form.**

**IDC, IDG, IDG/C, WEC and ITI NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations for ****IDC, IDG, IDG/C, WEC and ITI employees** on the following dates during 1989:

October 10 ***December 12***
November 7

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x4734, to schedule for the **October 10** session.

**IDC new employees should contact Elaine Ouellette at IDC Human Resources, x4605, to confirm attendance to IDC's New Employee Orientation. IDC's Orientation begins at 11:00 and will be held at 5 Speen Street in the 2nd Floor Conference Room.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

SPOTLIGHT...

research, marketing and administration departments. The research department has brought in the majority of revenues to date, accounting for roughly sixty percent of FY 1988 revenues. Most vendors are more interested in research tailored to their specific and most pressing needs than in the broader scope and coverage provided by CIS reports.

"The Koreans are moving into an era of higher technology and higher quality in manufacturers, and they look to us to provide them with research to help them catch up to, and eventually stand on equal footing with U.S., Japanese and European vendors," explained research director **Davis Blair**. He went on to say, "With these new products they can access more foreign markets, but often lack direction in their marketing strategies. This is another area where our research is aiding them in their decision-making." Blair studied computer programming while in college in Washington, D.C., and put his knowledge to practical use in Saudi Arabia, where he worked for three years as a data processing manager. Blair designed a complete hospital administration package consisting of over 250 programs and procedures including finance, billing, administration and many others, and supervised the daily operations of 30 personnel for a large private hospital. Prior to joining IDC Korea in March of 1988, Blair went to Korea frequently to study, and on private business trips. He developed many contacts and became fluent in Korean matched by only a small number of foreigners in the country. Blair unwinds in his off-time by playing golf and tennis and is a member of a study group on Taoism.

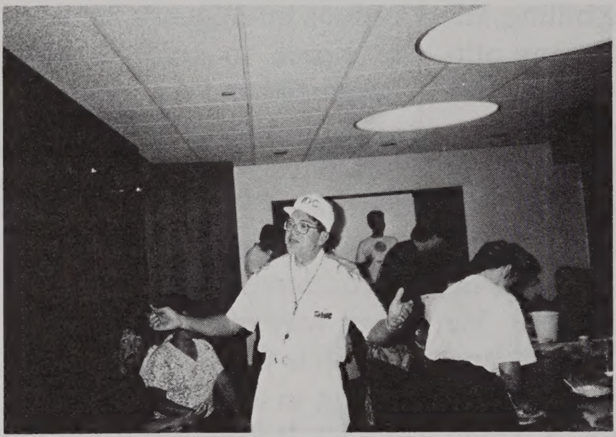
Bringing in the other forty percent of revenues, the marketing department focuses mainly on CIS. Clients to date come mainly from departments of the largest conglomerates here.

Bruce Witney joined the IDC Korea staff the first of last month to head up the marketing department. In addition to overseeing CIS account sales and distribution, Witney assists the research department through his knowledge of Korean corporations and financials markets gained through two years studying the securities market in Seoul. Witney majored in Psychology in Pennsylvania, and after four years of service in the military; in the field of communications intelligence, he went to Korea to study Korean Language and Asian studies at Yonsei University in Seoul. Says Witney of living in Korea, "Four-and-a-half years in Seoul has given me an understanding of the Korean way of doing business which is vital for a foreigner trying to access information here." Witney enjoys many sports including tennis, swimming and weight training and indulges in an occasional game of Chinese-style chess or Korean-style billiards.

Sunhee Hong serves as both administrative coordinator and senior researcher for locally conducted projects. Wearing two hats is no easy task for Hong, a start-up member of IDC Korea, who recalls, "When we first started doing business here in 1987, no one knew IDC's name and another market researcher held a strong lead. Now that situation has been reversed and more people turn to IDC Korea for information." Prior to working for IDC, Hong spent two-and-a-half years with the Korean Trade Association. A graduate of King Sejong University in Korea, Hong

CONTINUED ON PAGE 7

An IDSea Voyage



CAPTAIN TOM SWITHENBANK

The IDC Royal Cruise Line set sail from Boston harbor on August 25th with Captain **Tom Swithenbank** at the helm. This year's version of the IDC outing was set on the open seas on a nearly picture perfect day with approximately 200 IDCers, clients and invited guests attending.

The first leg of the journey was a leisurely ocean/harbor voyage to Georges Island. This segment was highlighted by a rousing concert from the IDSea Notes, a renowned IDC Jazz/Rock & Roll group. The contingent consisted of : R.J. Shapiro, guitar/vocals; Bob Ellefsen, rhythm guitar; Harry Klein, guitar/vocals; Bob DeSautels, bass; Rick Martin, drums; Marie Mecurio, vocals; Gary Sidell, keyboards; and Greg Levendusky, trumpet.

The group arrived at Georges Island in a festive mood, and proceeded to take control of the entire facility. At this point the IDC Olympics began in earnest. Center stage was taken by an extremely intense "touch" football game during which no one, mercifully, was seriously injured. Ironically the only touchdowns of the day were scored by "seasoned veterans" **Larry Bishop** and **Jim Willcox.** Softball, Volleyball, Frisbee, and other athletic events of various ilks quickly had everyone celebrating the spirit of the day. A small group of more sedentary attendees elected to stay on the ship and cruise the harbor.

THE IDSEA NOTES

After successfully recovering everyone from the Island the return journey began in ernest. The IDSea Notes commenced, and the dancing festivities began. Several games of chance were a part of the return trip. **Ann Palermo** won Grand Prize. A raffle was conducted which resulted in **Julie Wakstein** becoming the proud owner of an excellent assortment of liquid refreshments, and Childrens Hospital the beneficiary of the proceeds.

Everyone greeted the end of the cruise with the wish that the festivities could have been extended for a longer period, but the satisfaction of having had a tremendously enjoyable day. By a unanimous vote the event was deemed a huge success, and many requested to make it an annual event. A tip of the hat and many thanks to **Shelley Bakst** and **Nancy Findley** for the many hours of work which went in to making a total success of the day. ☐

SPOTLIGHT...

CONTINUED FROM PAGE 5

has a strong command of English from majoring in English and English Literature. This background has proven indespensible when working with foreign companies and other IDC office personnel. Relaxation for Hong comes in the form of a quiet evening at home listening to Korean or Western pop music, and she gets her exercise by playing a few sets of tennis with her husband and son on weekends.

General affairs and administrative operations of the office are handled by **Kwangbok Park**. Park was formerly the driver for the president until Kim took over and recognized that valuable manpower and skills were being wasted. He personally trained Park to fill his present position.

Other staff members include **Jinhee Kim**, CIS sales support and librarian; **Byungrim Suh**, research assistant and receptionist and **Ilhwa Son**, secretary and bookkeeper. □

IDC KOREA

Nuts & Bolts

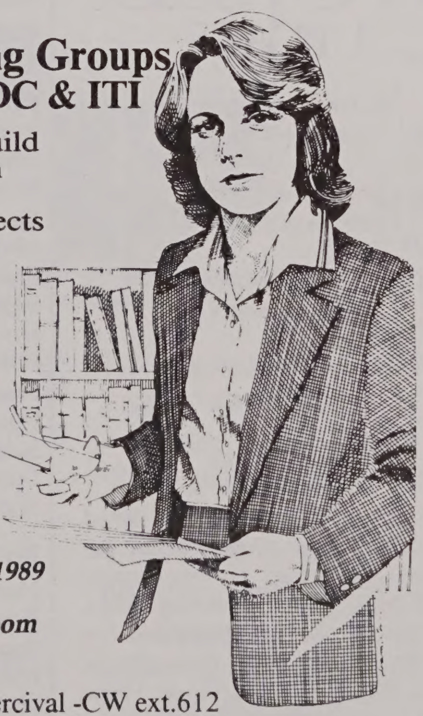
For sale. Wood Stove. Excellent condition. Used only minimally in the last six years. Asking $100. If interested, please contact Glenn at (508) 879-0700 ext. 577.

For sale. 1988 Chevrolet Beretta. Excellent condition. Red; loaded with air, tape, cruise control and more. Asking $6,500. If interested, please contact Miriam at (508) 935-4686, and evenings at (508) 831-0263.

For sale. Three bedroom home. 1 1/2 baths. Newly painted eat-in kitchen, living room and hallway. Fenced-in backyard, walk-up attic, basement and garage. Asking $185,900. If interested, please contact Eve at (508) 935-4732.

Please be advised that in the last issue of the *IDG World Update*, the facsimile number for International Marketing Services was incorrect. The correct number is:
Fax - (508) 820 1639.

Attention:
Sales/Marketing Groups of CW, NWW, IDC & ITI



Would you like to build your communication skills while gaining confidence in all aspects of life?

The Toastmasters Club will help you:

- **SPEAK** clearly and confidently
- **THINK** on your feet
- **LISTEN** effectively

Initial Meeting:
Wednesday - Oct. 4, 1989
12:00pm
CW -2nd Fl Conf Room
RSVP Sept. 27th

CONTACT: Nancy Percival -CW ext.612
Brad Christenson -IDC ext. 4375

TOASTMASTERS — FOR BETTER LISTENING, THINKING AND SPEAKING

THANKS!

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK

Gloria Lodge
Axel Leblois
Paul McPherson
Bruce Witney
&
Larry Bishop

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

IDG WORLD UPDATE

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ANNIVERSARIES

Thirteen Years

Ingrid Schmid - IDG Germany

Ten Years

Ann-Charlotte Berg - CW Sweden

Nine Years

Ellen Rahman - IDG Germany

Eight Years

Kevin McPherson - CW Publishing
Gloria Lodge - IDG/P
Rachel Wasser - InfoWorld

Seven Years

Norma Oliveira M. de Faria - CW Brazil
Bertrand de Cerval - CW France
Paul Gillin - CW Publishing
William Laberis - CW Publishing
Barbara Wierzbicki - CW Publishing

Six Years

Kurt Ebner - IDG Germany
Waltraud Werner - IDG Germany
Claude Bril - CW France
Nancy A Dipalma - Financial Services
Gerard Bidal - CW France
John S Gallant - Network World
Karl Koessel - PC World

Five Years

Juarez da Silva - CW Brazil
Lars Olsen - CW Denmark
Nico Baaijens - CWCI Netherlands
Wout Berends - CWCI Netherlands
Michael Wuertz - IDC Germany
Phillip Ziegler - IDC Switzerland
Siegfried Reich - IDG Germany
Jane Ure-Smith - CW London
Frank Wielki - CW Publishing
Frank J Cutitta - IDG CI
Hollis Brush - PC World
Simon Kelly - CW London
Christine Casatelli - FCW
Michael McCarthy - InfoWorld

Four Years

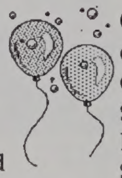
Maria Olivia Cruz Araujo - CW Brazil
Pierre Berger - CW France
Ilona Schroeder - IDC Germany
Kim Hvalsoe - IDC Scandinavia
Hans Peter Nitzsche - IDG Germany
Marsha J Lindsey - IDG CI
Julia Blelock - LINK Resources
Melissa Neighbors - PCWCI Atlanta
Nicanor Vega - CWCI Venezuela

Three Years

Regina de Paula S. Mota - CW Brazil
Ricardo Saraiva Diniz - CW Brazil
Jean Paitel - CW France
Pim Bilderbeek - IDC Benelux
Andreas Silbermann - IDG Germany
Angela Sauter - IDG Germany
Nikolai Utpadel - IDG Germany
Rebecca S Diercks - Financial Services
Sharon Fisher - InfoWorld
Gail Acquafresca - ITI
Phillipe Monnin - CW France
Angele Boyd - IDC
Maryanne Deluca - IDC
Sylvia Moneta - IDC Italia
Janet Glynn - IDG

Two Years

Silvano de Oliveira - CW Brazil
Sinisa Lepusa - IDG Germany
Jessica Marshall - IDG CI
Len Rust - IDC Australia
Valerio Gonzalez - CWCI Venezuela
Abby Clayton - Digital News
Nancy McSharry - IDC
Geoffrey Casey - IDG
William Kennedy - IDG/P
Roberta Furger - InfoWorld
Stephanie Beach - InfoWorld
Gary Beach - Network World
Jose Rojas - CWCI Venezuela
Claire Leroy - CW France
Wendy Chaston - CW London
Whitney Wyatt - FCW
Richard Shapiro - IDC
Ruth Glickman Delisle - IDG/P



One Year

Carlos Martins da Silva - CW Brazil
Olivia Fereira da Silva - CW Brazil
Sebastiao Teles de M. Filho - CW Brazil
Silvia Regina Folster Guilhon - CW Brazil
Lars Ostermann - CW Denmark
Fredrik Sundwall - CW France
Serge Del'Hommeau - CW France
Tomas Ekengren - CW Sweden
Koos de Lange - CWCI Netherlands
Hermann Gfaller - IDG Germany
Amy Striplin - PCWCI Atlanta
Francois Yves Le Gal - CW France
Annike Beetsma - CW Sweden
Santa Sanoja - CWCI Venezuela

IDG
WORLD
UPDATE

Volume 19, Number 33

October 9, 1989

Next Week's Issue:

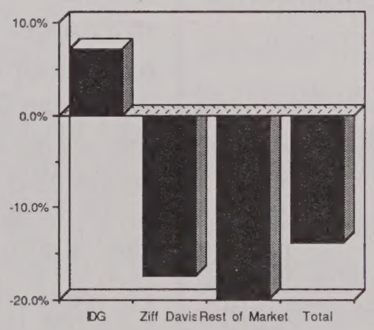
☐ *CD-ROM Expo '89*

☐ *Laberis, Goldberg and Landry Speak at Info '89*

IDG OUT-PERFORMS ZIFF-DAVIS AGAIN

In August, IDG's ad pages in the U.S. grew by +7.19% while Ziff-Davis lost -17.31% and the rest of the market lost -19.84%. Year-to-date, IDG also out-performs Ziff and all other publishers in page growth with an increase of +6.87% against a general decline of -4.13%.

Percent Change in Number of Ad Pages
August '89 vs August '88



Market Share Gains

"This achievement," stated **Axel Leblois**, IDG vice-chairman, "Reflects major gains in market share by most of our U.S. publications while competitors were losing ground in key markets." For the next few months, market share trends seem to continue to boost IDG's position: *Computerworld* is at its highest point ever; *InfoWorld's* ad pages are up 20% year-to-date, while its major competitor, *PC WEEK's* ad pages are down by -20% year-to-date. For the first time in two years, *PC World* is showing a continuous improvement of its market share over the past four months. On the Macintosh market, *Macworld* has established a strong lead over its direct competitor: In November, after months of continu-

CONTINUED ON PAGE 2

IDG Out-Performs Ziff...

CONTINUED FROM PAGE 1

ing market share gains, *Macworld* will publish over 60 pages more than *MacUser* in one single issue!

Among communications publications, *Network World* is the brightest star: with an increase of ad pages of +17% year-to-date, it is far ahead of *Communications Week (-12%)* or *Data Communications (-15%). Federal Computer Week, Digital News, CIO Magazine* and most IDG Peterborough publications are also outperforming the market.

A Strong Position For 1990

"These strong market share gains are essential to our company's success as the market in the U.S. is the world's largest," stated **Walter Boyd**, IDG president. According to IDG's market forecast model, developed by **Kelly Conlin**, director of business development, the U.S. advertising market will start renewed growth in February of 1990. Nevertheless, according to current bookings, IDG publications in the U.S. will enjoy overall growth this fall over last year. ❑

Groundbreaking Study in Latin America

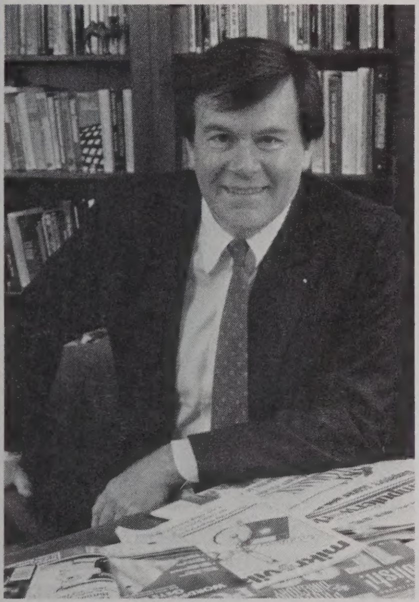
IDC's International Planning Services Group has just completed a groundbreaking study of computer markets in Latin America. The 130 page study, entitled, "Latin American Computer Market Dynamics: Argentina, Brazil, Mexico and Venezuela" is a first for IDC and for the industry. Project leader **Paul Pastrone**, IDC's manager of European and Latin American Services, described the study as "unique in its scope and depth — IDC is now the only source for reliable data on these markets." He went on to say, "The project's success was a direct result of close cooperation between IDC and IDG/CW managers in the region." Its successful, on-time completion underscores the ways in which individual companies in the IDG network can work together to produce great results.

> *"The project's success was a direct result of close cooperation between IDC and IDG/CW managers in the region."*

Due to pent-up demand for information on Latin American computer markets, the project was funded by clients before work began. Once profitability was assured, Pastrone's task was to work with IDC's new operations in the four target countries to assure consistency in research design and methodology. Data collection, analysis and validation were conducted in each of IDC's Latin American operations. Team leaders were: **Ruben Argento**, general manager, IDC Argentina; **Ney Kruel**, general manager, IDC Brazil; **Henry Morales**, IDC Mexico; and **Kalman Von Nagy**, general manager, IDC Venezuela. Each of these IDC managers also head IDG/CW publications in their respective countries.

The report provides an assessment of the political and economic environment in each country, analyzes local computer industry dynamics, and presents detailed data on markets for large, medium, and small systems, as well as personal computers and workstations. A section comparing Latin American markets to other regional markets provides sponsors with a global context for understanding Latin America. ❑

GERMAN PRESS FEATURES IDG



Patrick McGovern

The most important newspaper for managers and top executives in Germany, *The Handelsblatt*, recently featured an article on **Patrick McGovern**, chairman of IDG, which discussed McGovern's visit and the role of IDG in Western Germany.

The Handelsblatt, with a circulation of 140,000 copies, is published in Dusseldorf and Frankfurt.

As McGovern discussed, the German market is bracing for 1992 when many of the European trade barriers will no longer exist. For European publishers, this means heightened interest in license agreements and joint ventures. The German publishers are not confining their activities to the EC, but are also setting out towards the east, though at present they are facing some difficulties in this direction.

Many German companies are awaiting the joint European market of 1992 with mixed feelings. The increasing economic opportunities in the East, also causes a certain uneasiness at various enterprises. For some, the uncertainty stems in part from the increased level of competition expected after 1992. For IDG's German operation, however, the changing market conditions are greeted with excitement and anticipation.

According to **Eckhard Utpadel**, managing director, IDG Communications Verlag AG, "The reactions to the Europe of 1992, and to the opening of the East are unperturbed and positive, due to Pat McGovern's plans back in 1974 when he designated the direction of this group of publishing companies which would develop toward international presence."

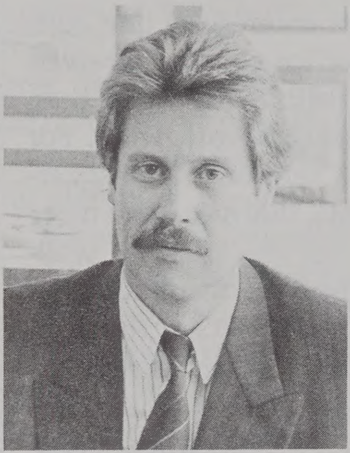
IDG has not only made information technology the objective of its enterprise, but makes use of it as well. For example, all editing offices are interconnected by NewsNet, an electronic communications network. News entered by one editing office can be retreived and utilized by more than 500 editors worldwide. For IDG Communications Verlag AG, this means no more and no less than 10 well-equipped corresponding offices within EC territory.

On the advertising side, publications profit from this situation everywhere in Europe. Through the International Marketing Service, it is easy for any customer to place advertisements from his home country in any of the more than 100 different publications of International Data Group. IDG has equipped itself to deal with any barriers in order to take advantage of a "borderless" Europe.

Information and communication technology is without doubt the most important industry as we close the 20th century. It helps to surmount boundaries and makes distances meaningless, and IDG/CI Verlag AG stands ready for the challenges and opportunities that lie ahead.

Special thanks to Ursula Knaus for arranging the press interview on behalf of IDG. ☐

SPOTLIGHT: IDC GERMANY



Manfred Frey

In less than two years, **Manfred Frey,** IDC managing director in Germany, has taken the operations from a small team to an enterprise with expanded services and new areas of growth. He joined IDC Germany in January 1988, when activities concentrated mainly on the sale of U.S. and Eurocast market reports with very little local research.

The dedicated staff of IDC Germany Includes, frem left to right: Stefan Schroth, Daniela Maag, Dieter Hoffend, Barbara Hildebrandt, Michael Gehlsen, Ingrid Schubert, Manfed Frey, Aphrodite Fischer, Hajo Christ, Ilona Schroeder and Christoph Thomas.

With Frey on board, IDC took on a new force. By enlarging the local research activities, IDC Germany published local reports on major subjects, such as personal computers, PC software, UNIX, workstations, software and services. The information, based on local research, sometimes includes additional European or international figures.

This division also publishes some highlight reports every year; examples are themes like open systems or AS/400. Quite often these special reports are bestsellers because they cover the hot topics of the industry.

Guenter Broeking

Frey also initiated the conference business at IDC Germany. At the Cebit Faire in Hannover, IDC Germany organized a well received seminar regarding business with the USSR. The latest briefing session in May

CONTINUED ON PAGE 5

SPOTLIGHT: IDC GERMANY

boasted 260 attendees, and was the most successful conference IDC ever held in Germany. Another conference with mainly local speakers is planned for Autumn.

Before joining IDC, Frey gathered 13 years of experience at the Battelle Institute, which concentrates on the database industry, where he was involved in varied forms of research, consulting and sales projects concerning the computer and, especially, the software industry. He became managing director of the Battelle subsidiary Informations Dimensions, which concentrates on the database industry.Clients often see **Stefan Schroth** as the most important person at IDC Germany. This is primarily due to Schroth's responsibility for the customer support. Schroth says, "Customers do not like just to buy a new report and say goodbye. What they expect is someone who can answer their questions beyond the report material. Clients like to have a continuous contact with IDC. That is what we give them." Schroth understands his job as being sales oriented — to show a client what IDC can do for them is one of his major tasks. Often times companies don't understand exactly how IDC can help solve their problems. Schroth likes to demonstrate solutions — from products such as market reports to services like the telephone inquiry service.

Even more important is the consulting activities IDC Germany started last year. Since that time, IDC was known in Germany mainly as a "number cruncher." Now, the company is perceived more and more as an information technology consulting vehicle. The consulting activities at IDC Germany is strictly based on international and local market and technology figures and trends. This gives IDC comparative advantages over competitors.

The change offers IDC new business opportunities. Customers using the German team as consultants include such companies as Digital Equipment and Siemens. Quite often a simple inquiry leads to a custom consulting project.

Traditionally, IDC Germany concentrated on vendors of information technology. Activities such as market reports and newsletters were created for the provider of hardware, software and services. **Michael Gehlsoen**, on top in his role of selling the LSP program, has built up a new information program especially designed for the users of computers. Prior to joining IDC in 1988, Gehlsen was chief editor of VWD, a leading business information services provider in Germany. He has also worked in the area of strategic planning for British Petroleum.

Before implementing the program, Gehlsoen did a survey which determined the exact needs of the users. He found that a wide-range of medium-sized companies did not have a big budget for information. But in Germany, these companies accounted for a large part of business. Therefore, it became obvious that it was necessary to have a user program with several elements which could be very flexible to fit the user's need and budget. Another result of the survey was that German users wanted a program in German and with local topics. A good example is the German User Bulletin that IDC publishes on a monthly basis. The user can add other elements, like a telephone inquiry service, to configure the service to its needs. IDC also intends to have a User Briefing Session

CONTINUED ON PAGE 6

SPOTLIGHT...

later this year.

In order to run this bundle of new activities, Frey enlarged the staff to13 employees. The number has nearly doubled compared to the beginnning of 1988. The company has also relocated to a new office in Kronberg in the Taunus hills. The closer proximity to Frankfurt and the International Airport has proved beneficial for everyone.

Stay close to the customer — This is what IDC Germany did by adding a new office in Munich. Most of the computer industry in Germany is located in the Bavarian capitol, whereas Frankfurt is the main business area of the country. **Guenter Broeking**, marketing and sales manager, heads up the Munich office. Before joining IDC in 1987, Broeking worked for 13 years at a German software and services company. He held several positions, including product manager and marketing director in the hardware, software and services areas.

The Bavarian office of IDC is located in the building of the German IDG Communications Verlags AG—a good example of the working relationship between two members of the IDG family. The two companies support each other in many ways, including a combined user survey they started successfully last year.

IDC Germany has two agents in Austria and Switzerland who represent the company in these countries. The sales activities in Austria, Switzerland, and Germany are coordinated by Broeking. In May, 1989, IDC Germany founded a new subsidiary in Hungary. It is a newly formed joint venture with *Computerworld Informatika* of Hungary. In general, the IDC German team likes to see the world from a global view, rather than just the German view. As a member fo the board of directors of the European Technology Services Group (ETSG), Frey is involved in the process of building up a real pan-European network spanning the several local IDC businesses.

In 1989, IDC Germany created a report together with ETSG for the first time in the company's history. Even more important is the new dealer panel which was initiated by IDC U.K. It includes 8 European local subsidiaries working together. The European Value-Added Reseller file is another good example of different IDC companies working close together. Frey stated, "The integration of the European resources of IDC is one of the main challenges of the company. Starting with the year 1993, we'll have a common European market, so we have to make sure IDC can act as one company European-wide."

The new activities show their effects on business numbers. Last year IDC Germany increased revenue by roughly 40 percent, and profits grew substantially. The first months for 1989 look to be breaking last years' records. Frey says, "IDC Germany is on its way from a small-sized company to a full-service information and consulting provider. With the worldwide IDC family behind us, we shall be able to reach or even top our goals." ❑

SALES OFFICE OPENS IN TAIWAN

An International Sales Office has been set up in Taiwan as of Mid-September. IDG Taiwan will take the responsibility to sell all IDG publication advertisements in Taiwan.

The sales office is hoping to have a closer relationship with everyone in promoting the name of IDG and the sale of advertisments for the publications. ❑

Network World Announces FAXNeT

In a recent September article, *Network World* announced FAXNeT to its readers. FAXNeT is a new facsimile-based product inquiry service which enables readers to immediately gain specific product and service information from advertisers by simply faxing a request.

To use FAXNeT, readers fill in a standardized form included on the FAXNeT Service Page wich pinpoints specific product and service needs, and indicates the urgency of the request. The form is then faxed directly to the advertiser which is indicated in the directory on the FAXNeT service page.

"FAXNeT gives *Network World's* 70,000+ subscribers a quick, efficient way to get information on needed products and services while providing advertisers with a reliable method of tracking product inquiries to specific customer request," said *Network World* marketing manager **Evilee Lasker**.

Network World director of advertising **Paul McPherson** stated that advertiser response to the FAXNeT announcement has been encouraging. "Today's advertisers are looking for quality sales, not quantity leads. FAXNeT will enable them to work directly with prospective customers to give reliable and appropriate service." ❑

Photo Contest Winners Announced

Congratulations to all of the entrants of the 6th annual IDG Photo Calendar Contest. This year the twelve most outstanding photos were; First Place: Kelly Conlin, IDG, Framingham, Fading Frescos; Second Place: Suzanne Stefanac, Macworld, San Francisco, June; Third Place: Arlene Clements, IDC, Washington. Honorable Mentions, and those that were also chosen for this year's calendar: Francois Jeanne-Terrand, CW, France; Kelly Shea, CW, Framingham, Fall Colors; Chris Glenn, CW, Framingham, Old New England Mill; Martha Stephens, IDG, Framingham, Still Waters; Nancy Kowal, CW, Framingham; Marvin Angel, CW, UK, Floating Market; Kelly Conlin, IDG, Framingham, Agrarian Sage; Laure Mechani, IDGCI, France, Cloud Burst; and Jin Changqin, CW, China. ❑

Goldstein Creates LAN Database

IDG List Services manager **Deb Goldstein** recently created and launched the IDG LAN Database with selectibility, for the first time, by job title and industry. It is an unduplicated file built from the LAN (Local Area Network) selections of *Network World*, *InfoWorld*, *Digital News* and *Federal Computer Week* subscriber lists. The combination of these four highly responsive list gives unmatched access to the rapidly growing market.

When looking at the tremendous growth of the LAN market, Goldstein recognized that there was a window of opportunity for IDG.

The newly launched LAN database uses all of the information on the qualified list. It enables you to reach over 215,000 users of LAN products and services. The database is an excellent marketing tool for any mailer of hardware, software, seminars, tradeshows, services or computer catalogs related to the LAN market.

It was originally projected that the new database would produce $30,000 in revenue in one year; however, in only the last two months it has almost attained that figure by receiving $22,000 in revenue. Congratulations! ❑

THANKS!

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK

Usula Knaus
IDC Germany
Axel Leblois
Paul Pastrone
and
Deb Goldstein

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

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ANNIVERSARIES

Eighteen Years
Helen Marnfeldt - CW Sweden

Fifteen Years
Brigitte Schleibinger - IDG Gemany
Eleanore Hoermann - IDG Germany
Monika Tenbieg - IDG Germany

Eleven Years
Helga Biesel - IDG Germany

Ten Years
Eckhard Utpadel - IDG Germany
Roland Schubert - IDG Germany
Howard Happ - IDG/P

Nine Years
Maria del Carmen Doehler - IDG Germany
Wolfgang Struckmeyer - IDG Germany
Raylene Robinson - IDC

Seven Years
Ruben Argento - CW Argentina
Maria Eliene dos S. Goncalves - CW Brazil
Elisabeth George - IDC France

Six Years
Andrea Kirchmeier - IDG Germany
Beate Kneuse - IDG Germany
Petra Bossmann - IDG Germany
Stephen Twombly - IDG/P

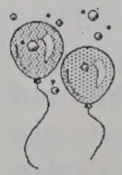
Five Years
Adjo Poorter - CWCI Netherlands
Ron Tomlinson-Smith - IDC Australia
Anton Paunert - IDG Germany
Christina Schulz - IDG Germany
Ingrid Holzbauer - IDG Germany
Karin Goesslinghoff - IDG Germany
Mary Moran - ITI

Four Years
Nilce Maria Laino de M. Torres - CW Brazil
Merete Hvidt - CW Switzerland
Alastair James - IDC Australia
Mirla Hjelmborg - IDC Scandinavia
Christina Radzwill - IDG Germany
Christoph Hammerschmidt - IDG Germany
Heiderose Witte - IDG Germany
Carol Spach - CW Publishing
Ralph Bancroft - CW London

Three Years
Aristocles Coutinho M. Lima - CW Brazil
Jorge Silvestre de Oliveira - CW Brazil
Sui Lan Yip - CW France
Deborah Puretz - IDC Asia
Tina Over - IDC Asia
Dagmar De Aquino - IDG Germany
Cheryl Podda - IDG/C Australia
Mikael Hoog - CW Sweden
Leonard Grzanka - Digital News
Emily G Bower - Macworld
Julie Mcrae - IDC Australia
Margaret Murray - IDC Australia

Two Years
Nilcimar Laino de Olive - CW Brazil
Ricardo Alves de Souza - CW Brazil
Bernadette Thual - CW France
Michel Crestin - CW France
Pascal Gautier - CW France
Terry Mattard - CW France
Lauren Black - InfoWorld
Deborah Navas - Connell Communications
Kim Smith - IDG/P
Margaret Brown - IDG/P
Robert Crowl - IDG/P
Val Landi - CW Publishing

One Year
Laurent Guillemain - CW France
Per Loevgren - CW Sweden
Andrea Krautloher - IDG Germany
Manuela Bleimeier - IDG Germany
Linda Rich - IDC
Terrence Jones - IDC
Carolyn Chamberlin - IDG
Elizabeth Buma - IDG
Janet Keough - IDG
Michele Renee Harmon - IDG/P
Thomas B Cox - InfoWorld
William R Robinson - InfoWorld
Erik Luchs - ITI
Kristine Putis - ITI
Terrence Jones - ITI
Gregory Silva - PC World



IDG
WORLD
UPDATE
Volume 19, Number 33
October 2, 1989

Next Week's Issue:

☐ *IDC Completes Groundbreaking Study of Computer Markets in Latin America*

☐ *The IDG Photo Contest Winners Announced*

COMPUTERWORLD CO-SPONSORS,

TO RUSSIA WITH LOVE

FRANK JUKUBIK, VP AND GENERAL MANAGER OF THE EASTERN OPERATIONS OF BULL HN; JIM SMITH, DIRECTOR OF THE SPORTSMEN'S TENNIS CLUB; U.S. SENATOR JOHN KERRY; AND FRITZ LANDMANN, PRESIDENT AND PUBLISHER OF COMPUTERWORLD

Thanks in part to funding from *Computerworld*, eight members of the Dorchester Sportsmen's Tennis Club, ages 11 to 16, travelled with Boston's WCVB-TV production crew to the Soviet Union to compete in goodwill tennis matches against Soviet teens in Moscow, Diev and Riga, Latvia.

The junior players from the Sportsmen's Tennis Club received a celebrity send-off as they embarked on a 12-day tour of the Soviet Union.

Channel 5's "City Line" host/producer Karen Holmes and a WCVB-TV production crew accompanied the players to the Soviet Union and aired an half hour special on Tuesday, September 25, entitled, To Russia With Love. The program will be repeated on Sunday, October 1, at 12:30 p.m. Reebok, Bull HN Infor-

CONTINUED ON PAGE 2

COMPUTERWORLD...

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mation Systems, Inc. and *Computerworld* sponsored-Channel 5's coverage.

The spotlight was on the tour players: team Captain Charlie Hardison; brothers, Scott and Shaun Crichlow; top-ranked females Tania Robinson, Karen O'Sullivan and Kito Robinson; and Timi Solomon and Ry Tarpley, who are ranked No. 1 in doubles.

The young people who belong to the Sportsmen's Tennis Club have been given a mandate: "Always excel - never accept mediocrity." This comes from Jim Smith, director of the club's junior program, who believes that tennis is one way of improving the quality of life for inner-city children.

Sportsmen's Tennis Club tries to develop in youngsters a healthy, competitive spirit on and off the tennis court; to teach the value of teamwork; to encourage interaction and socialization with people form varied backgrounds; to learn to win and lose gracefully; and to be winners in life.

Many of Sportsmen's juniors have become top regional and national competitors and more than 83 of Sportsmen's kids have gone on to college on full scholarships and over 200 on partial tennis scholarships.

"We're celebrating the input of an individual to a community over a period of 20 years which has reached the pinnacle of this trip and that's the special dream of Jim Smith, who has given so much to this community and this effort," stated U.S. Senator John Kerry who is credited for working tirelessly in his two-year search to locate sponsors for the trip.

By providing free year-round tennis instruction to Boston-area youths, the club has succeeded in also teaching valuable life skills.

"We are extremely pleased and excited to be part of this community project," said Fritz Landmann, president and publisher of *Computerworld*. "We believe that by participating in athletics, a child develops the necessary skills to prepare for a successful career in business later in life. Pushing himself to be the best, an athlete learns to take risks, to make quick decisions, and to work as a team player: *Computerworld* wholeheartedly supports the work of the Sportsmen's Tennis Club and Channel 5," said Landmann. ☐

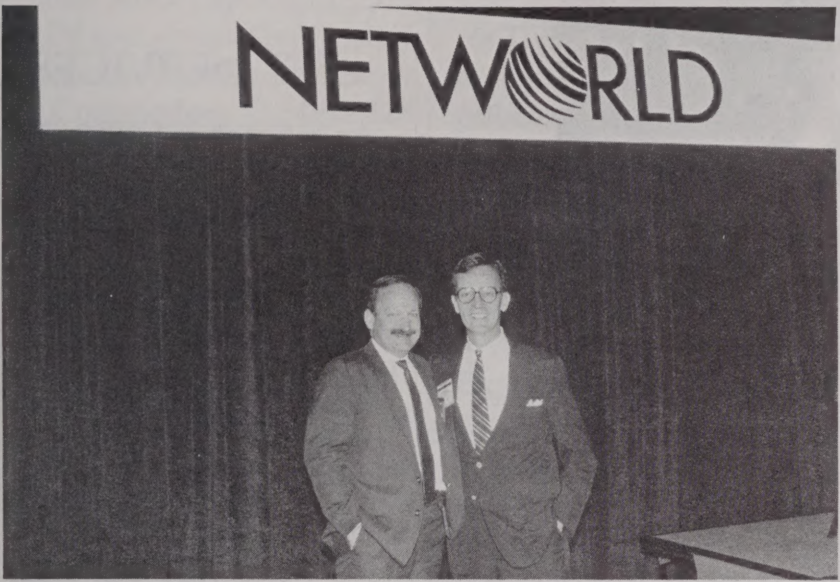
MACWORLD BOASTS LARGEST ISSUE

Macworld magazine's director of advertising sales **Patricia Navone**, announced that its November issue (on sale October 17th) is the publication's largest to date in 1989. In total, the magazine contains 396 pages, including 239 paid advertising pages. *Macworld's* average qualified circulation will grow to 375,000 per issue effective with the February 1990 issue.

The November issue is the second largest Macintosh magazine ever produced. "This provides further proof that the Mac market is robust and gaining momentum every month," stated **Jim Martin**, *Macworld's* president and publisher.

The cover issue gives readers a comprehensive look at Apple's long-awaited portable computer. *Macworld's* editors had the opportunity to test and analyze the new machine. Apple Computer distributed previews of the article at the portable's introduction in six cities. In expectation of increased reader interest in the new Macintosh, special arrangements have been made to display the November *Macworld* at checkout counters of Walden and B. Dalton bookstores across the country. ☐

EXECUTIVE PANEL EXPLORES ENTERPRISE NETWORK POTENTIAL



GARY BEACH AND RALPH UNGERMAN, CHAIRMAN, UNGERMAN BASS CORPORATION

The next phase of corporate networking was explored in “Enterprise Networks: Reality or Illusion,” an executive panel discussion at NetWorld '89 Dallas. The fourth annual show took place September 11-14, at the Infomart in Dallas, Texas.

The executive panel featured nine senior-level executives in a session moderated by **Gary Beach**, president and publisher of *Network World*.

Steve Gross, conference director for NetWorld Dallas, said the panel explored whether enterprise networks can be effectively implemented in the coming decade to enable corporations to gain a competitive advantage.

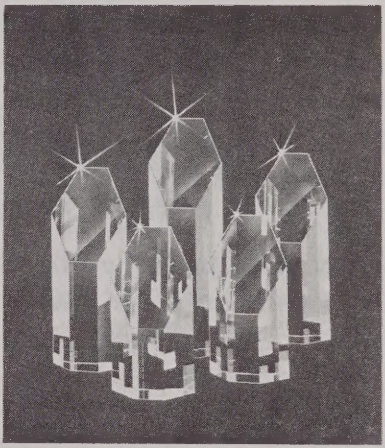
Beach added, “The technology is there; it's comparatively simple to implement an enterprise network. But many vendors have their own proprietary way of doing it.”

The 90-minute panel included a question-and-answer session.

NetWorld '89 Dallas introduced a new, tutorial program on Monday, September 11, with ten, all-day, intensive tutorials, conducted by an expert in the field. On September 12, the main keynote address by William Hider, vice president/telecommunications for the Gannett Co., kicked off both the exhibits portion of the show and an expanded seminar program, featuring more than 100 seminar sessions on networking subjects. ❑

THE ENNE AWARDS

CRYSTALLIZING THE ENTERPRISE NETWORK INDUSTRY



Seven companies won Enterprise Network Excellence (ENNE) awards for creatively developing organization-wide networks that increased productivity and profitability for their firms. The premiere ENNE awards banquet was held at NetWorld ’89 in Dallas. The country’s leading local area network show.

The sponsors of the ENNE awards program were *Network World* and H.A. Bruno, Inc., the producers of Networld ’89.

Axel Leblois, vice chairman of IDG, approached **Gary Beach**, president/publisher of *Network World*, and strategically stated that it would benefit *Network World* if they attained a stronger position in the lacal area network

CONTINUED ON PAGE 4

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The Best of The Best
Sponsored by
Network World

GARY BEACH MODERATING THE AWARDS

show. This propelled Beach to sponsor the ENNE Awards honoring users for excellence in enterprise networking applications.

Beach commented, "The sophistication and creativity exhibited by the ENNE winners in building enterprise networks, coupled with the significant, positive impact the networks brought, shows just how important enterprise networking is to success in today's business world. We applaud the winners and hope their innovations will inspire other companies to follow their lead."

Beach continued, "It's clear that in many successful companies, the enterprise network doesn't just support the business, it **is** the business and has become a vital part of the way a company competes in its marketplace. We see the ENNEs as a way to salute businesses that are skillfully networking a plethora of technologies to forge ahead in their industry."

A 15-member panel of judges from the computer and communications industries chose the winners. Corporate user categories were based on the geographic distribution of the enterprise network, value-added reseller (VAR) categories on the size of the organization.

Winning entrants in the following categories were as follows: Global, microsoft; National, Allegheny Ludlum; Campus, Southern California Edison Co.; Single Site, Leo Burnett Company, Inc.; Large-sized VARs, NMI; Medium-sized VARs, Kramer Systems International; and small-sized VARs, System Software Support, Inc.

Proceeds collected from the ENNE awards banquet will be used to establish an Enterprise Network Academy, a group of enterprise networking professionals who will act as peer judges for future ENNEs and foster the efficient use of technology in business. ❑

SUCCESS FOR IDG LIST SERVICES

As of October 2, 1989, IDG List Services will be awarded the *Macworld* List. After 18 months of being at an outside list manager they have come back to the IDG family of list management. Back in January of 1988, *Macworld* made a decision to try an outside List manager and transfered to COMPUNAME.

On September 12, 1989, **Lindsey Davidson**, circulation manager of *Macworld* awarded IDG List Services manager **Deb Goldstein** the new list.

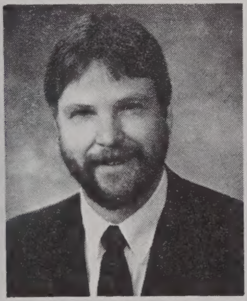
"This is great opportunity for IDG List Services and for *Macworld* as it creates the best environment for *Macworld* to be sold in," explained Goldstein.

The additional list benefits the entire IDG group and boosts marketing and sales revenue. "It makes for excellent revenue potential for IDG List Services in fiscal year 1990," stated Goldstein.

A better environment of lists are created when they are kept in-house. According to Goldstein, Everyone is benefited because of the number of lists to choose from creates better options for each list. ❑

SPOTLIGHT: *RUN/AMIGAWORLD*

This week's spotlight is on *RUN* and *AmigaWorld*. *RUN* magazine serves an audience of Commodore C-64/C-128 owners who use their computers primarily for games/entertainment, word processing, personal productivity, education and business applications. *AmigaWorld* is the leading publication for owners of the Commodore Amiga, the multi-tasking computer used most often for its capabilities of professional graphics, video/animation, education and business applications.



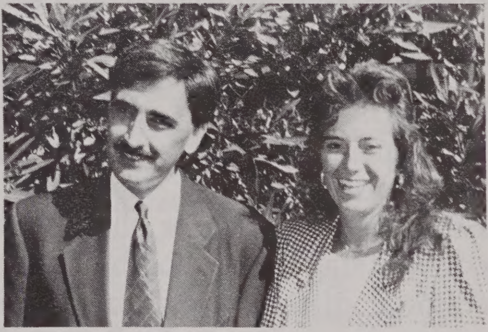
STEPHEN ROBBINS

Stephen Robbins publisher of *RUN* and *AmigaWorld*, started at IDG as sales representative for Microcomputing in September, 1983. In April 1984, he was promoted to sales manager. The following September, Robbins joined *RUN* as sales manager, and in December of the same year became national sales manager. The launch of *AmigaWorld* in September of 1985, found Robbins serving as national sales manager as well as his position on *RUN*'s staff. In December of 1986, he became *RUN's* associate publisher and in May of 1988, Robbins was appointed publisher of *AmigaWorld*. Boarding his 31' Southern Cross Sailboat helps his to "sail away" from it all.

A recent newlywed, **Susan Maizel Kaniwec**, executive assistant to the publisher of *RUN* and *AmigaWorld*, joined IDG's *PCResource* in April of 1988 and transfered in August, 1988. She came to Peterborough from New York City where she had been working as a personnel administrator. Away from the office, Kaniwec teaches modern dance and works with local theatre groups.

Giorgio Saluti, associate publisher and western sales manager of *AmigaWorld*, previously held a publishing career in Italy and West Germany. In 1979, he joined Wayne Green, Inc., and in 1984, moved to the West Coast to open a sales office for the Peterborough division. Saluti participated in the launch of both *RUN* and *AmigaWorld*. He lives in Foster City, Calif. where he is the father of two children, Benjamin and Giancarlo. He enjoys playing tennis, bicycling, volleyball and cooking (Italian, of course). But, enjoys listening to opera, jazz and classical music.

Lisa LaFleur, business manager for *RUN* and *AmigaWorld*, handles the internal budgeting and forecasting of expense lines for each magazine. She also assists the publisher in revenue and expense control and forecasting for 30-60-90 reports each month.



GIORGIO SALUTI & SHELLEY HARMON

New product manager **Jan Jackson**, is responsible for maintaining comprehensive records for new and existing Amiga products, and for almost all activities and enterprises of editorial.

Lou Wallace, technical manager for RUN, moved to New Hampshire from Florida in 1987 and began work-

CONTINUED ON PAGE 6

SPOTLIGHT...

ing as technical manager for RUN in May of that year. He writes some of RUN's columns, such as Commodore Clinic and Help Key. In addition, he also writes features and reviews, assigns articles to freelance writers and attends trade shows. He is also very knowledgable about the Commodore Amiga, and is a contributing writer for AmigaWorld. Wallace enjoys spending his free time with his wife and his four children.

RUN's editor-in-chief, **Dennis Brisson**, has held this position since the magazine's inception in January, 1984. He is responsible for the editorial staff hirings, for the editorial direction and for setting the standards of editorial quality. He looks forward to maximizing *RUN's* opportunities and serving the needs of the readers. Brisson cites his present staff and the many talented people he has worked with over the years for the success of the magazine.

DOUG BARNEY

Newly appointed editor-in-chief of *AmigaWorld*, **Douglas Barney,** was the former senior editor of *Computerworld*. After graduating from Bennington College he began his publishing career as a researcher/reporter at *Fortune Magazine.*

KNEELING - LAURA JOHNSON, ROGER GOODE
STANDING - ALANA KORDA, HOWIE HAPP, AND ANNE DILLON

Ann Dillon, editorial designer for both publications oversees layout, production, occasional photo shoots and hiring illustrators. She is also involved with the design, layout and production of ReRUN (RUN programs on disk) and Amiga Companion Books, as well as various special projects.

(L TO R) TIM WALSH, SHAWN LAFLAMME, LINDA BARRETT, BARBARA GEFVERT TYSON, JAN JACKSON, AND DAN SULLIVAN

Laura Johnson is the editorial designer for both publications. She handles layout, pasteup, designs articles and hires artists for illustration. Johnson also assists the art director, and is presently learning to use the Amiga. As an artist, Johnson has had many opportunities to use her talents here at IDG, including several illustrations for *RUN*.

Daniel Sullivan, executive editor, joined IDG/Peterborough in 1982 as editor of *Desktop Computing*. Sullivan is responsible for the day-to-day operations of the magazine, supervision of the editorial staff, and coordination of editorial planning and development.

Shawn Laflamme has been

SPOTLIGHT...

with *AmigaWorld* since its inception in 1985. As managing editor, he supervises the production process in the editorial department, maintains copy flow and approves final pages.

Acquisitions editor, **Linda Barrett** is responsible for planning, assigning and copy editing articles. She has been with the *AmigaWorld* team for almost three years. In her spare time, Barrett enjoys waterskiing, baking and watching classic movies. She claims, "Anything worth watching, is in black and white."

Barbara Gefvert started at IDG/Peterborough in September, 1987, as review editor for *AmigaWorld*. In this position, she determines products to be evaluated and assigns edit reviews.

Swain Pratt, managing editor of *RUN*, re-edits all articles and columns, supervises the course of the editorial material through the editing and production process, dummy and final check and approval of editorial pages. Pratt is a seven-year veteran of IDG Peterborough.

Harold "Buzz" Bjornsen, RUN's associate editor, ensures that all text in the magazine is perfect before going to film. He also edits Mail RUN and News & New Products columns. He likes the Talking Heads, Joe Jackson and taco salads.

PAUL REUSS & PAM WILDER

Beth Jala began her career at *RUN* in 1986 as review editor. In 1988 she was promoted to senior editor where she assigns and edits review columns and features. She handles final read boards prior to shipment, controls budget for review column purchases, establishes and maintains contact with design/production departments, as well as freelance authors and manufacturers.

(L TO R) DENNIS BRISSON, BETH JALA, LOU WALLACE, AND SWAIN PRATT

Art director for *RUN* and *AmigaWorld* is **Howard Happ**. Happ has been with the company for nine years, holding various positions from production to design.

Alana Korda's job entails preparing ad materials, trafficking pages and maintaining contracts with film prep houses. Korda has been with IDG/Peterborough for one year as production supervisor for *RUN* and *AmigaWorld*.

Assistant art director **Roger Goode** focuses on *AmigaWorld's* cover design/art, ordering artwork and communicating with artist's for interior art. In addition, Goode handles the design and layout for feature articles. He comments, "I'm also involved with the use of the Amiga artwork for the magazine." Goode will soon be joining *inCider* as their art director.

Lynn Lagasse, manufacturing manager, develops and maintains production and distribution budgets for both publications.

Technical editor **Tim Walsh** contributes articles to *AmigaWorld*. In addition, he oversees and coordinates production of all disk-based *AmigaWorld* products, such as the successful Tool Chest series.

CONTINUED ON PAGE 8

SPOTLIGHT...

An avid tennis player and runner, **Kenneth Blakeman**, national advertising manager for *RUN* and *AmigaWorld*, and associate publisher for RUN, started in 1984 as sales representative for *RUN*. He stated that his greatest challenge is, "To keep both *RUN* and *AmigaWorld* the #1 advertising vehicles in their respective markets." He and his wife, Jill have a 3 year old daughter, Brittany.

FRONT - LISA LAFLEUR, KENNETH BLAKEMAN (MIDDLE) HEATHER PAQUETTE, LINDA BUSSIERE, SUE DONOHOE, LAURA LIVINGSTON, MARGOT SWANSON, (BACK) SUE MAIZEL, WENDIE MARRO, BARBARA HOY, NANCY THOMPSON, AND MIKE MCGOLDRICK

Linda Bussiere is the advertising coordinator for *AmigaWorld*. In this position she assists in the monthly layout of the magazine, handles follow-up with sales rep and advertisers to ensure receipts of artwork, prepayments, insertion orders and maintains advertising records. In her spare time, Bussiere enjoys volleyball, softball, bowling, skiing and animals.

Sue Donohoe serves as *RUN's* advertising coordinator. Her responsibilities include assisting with the monthly layout of *RUN* magazine, maintaining advertising records, and ensuring follow-ups with sales reps and advertisers to ensure receipt of artwork, prepayment and insertion orders. Donohoe lives in Keene, New Hampshire, and enjoys all kinds of crafts, baking and gardening.

Advertising sales representative **Barbara Hoy** has been with IDG/Peterborough for 1-1/2 years. She previously had worked at *Byte* magazine as its advertising supervisor.

Margot Swanson, advertising assistant, started in may of 1988 as advertising secretary for *RUN* and *AmigaWorld*. Swanson enjoys spending time with her 5-year-old son, Jared.

RUN's sales representative **Nancy Thompson** has been selling advertising space for four years. She is currently responsible for the Midwest and Southeast territories.

Mike McGoldrick, midwest sales representative for *AmigaWorld*, is president of the IDG/Peterborough chapter of Toastmasters International. He enjoys cold calling, "pontificating" and socializing at the Monadnock Country Club on Thursday nights.

Shelley Harmon, sales representative for *RUN*, and associate sales representative for *AmigaWorld*, earned her B.S. in Marketing from Santa Clara University in 1988. She considers herself to be fortunate that she is able to apply what she learned in college to the first job after graduating. Harmon enjoys tennis and aerobics in her leisure time.

Heather Paquette, associate sales representative for *AmigaWorld* InfoMarket Sales, and *RUN* Class Ad Sales, joined the company 7-1/2 years ago. Previously an ad coordinator for *RUN* and *AmigaWorld*, she now sells advertising space for both publications.

Marketing manager for *RUN* and *AmigaWorld* is **Wendie Marro**. She was the first marketing person hired by the Peterborough divi-

CONTINUED ON PAGE 9

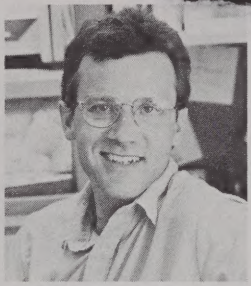
SPOTLIGHT...

sion. Marro is responsible for trade shows, research, newsletters, (*The RUN Report*, *AmigaWorld Outlook*, and *AmigaWorld Dealer Report*), marketing budgets, monthly marketshare reports and the creation of promotional pieces.

A graduate from Plymouth State College, **Laura Livingston** holds the position of marketing coordinator for *RUN* and *AmigaWorld*. She joined as an advertising secretary and was promoted a year later to her current position. Livingston presently assists the marketing manager with trade shows, newsletters, surveys, promo pieces and media kits.

Paul Ruess, circulation director of *RUN* and *AmigaWorld*, is responsible for planning and managing all circulation activities for the publications. In addition, he handles marketing the robust ancillary products ReRUN and the AmigaWorld Tool Chest. Ruess was previously direct marketing manage for all IDG/P titles.

Assistant circulation manager for both publications is **Pam Wilder**. She started as direct market marketing coordinator; handling insert cards, bills, renewals and house ads for all six publications. squeeze into her schedule. ❑



ROGER GOODE

inCider magazine announced the appointment of **Roger Goode** to the position of art director. Goode has been with *AmigaWorld*, a publication for Commodore Amiga users, for over three years, most recently as the assistant art director.

"Roger brings an impressive background to *inCider*. His expertise in computer graphics and his overall design skills will help *inCider* improve its visual appeal," says **Dan Muse**, editor-in-chief of *inCider*.

As art director for *inCider*, Goode will be responsible for the design and layout of the monthly magazine along with senior designer **Dianne Ritson** and production manaer **Varvara Auer**. "*inCider* is in the process of converting from a centralized mini-computer -based typesetting system to a desktop publishing system," stated Goode, "and it will be exciting to be part of the changeover." Recognized for his work in oil painting, Goode has received a number of awards in juried shows in New York and New Hampshire. He is currently teaching courses in oil painting and color computer graphics at the Sharon Arts Center.

IDC announced the appointment of **Kim Myhre** to the position of vice-president and managing director. In his new role, Myhre will be a member of IDC's executive team, and will be responsible for determining the company's strategic direction through the 1990's. He will manage the Communications and Integration research groups at IDC and will have special responsibility for consulting activities. Myhre will serve as IDC's U.S. consulting liaison worldwide. He will report directly to **Tom Swithenbank**, president of IDC.

Myhre returns to IDC after a year with Cahners Publishing where he served as vice-president of Research and Consulting. Myhre also served as vice president of Communications Research at IDC from 1981-1988. Myhre's research and articles on the network industry havce appeared in numberous industry and business publications, and he is a frequent speaker at industry conferences and seminars. ❑

IVERSARIES

THA

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK

Gary Beach
Rosie McClellan
Sharyn Cooper
Deb Goldstein
and
Laura Livingston

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

IDG WORLD UPDATE

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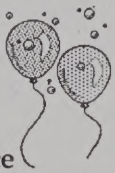
Years
Marina Young - IDC
Florence Mues - IDG Germany

Eleven Years
Cornelia Kramer - IDG Germany

Ten Years
Aaron Goldberg - IDC

Nine Years
Jane Creighton - CW Publishing
Steve Woit - FCW
John Hart - IDC

Eight Years
David Brown - F.S.
Seven Years
Donald Pratt - IDG/P
Larrry Bishop - IDC



Six Years
Suresh Rajon - CW France
Dorothy Mager - IDG
Stephen Robbins - IDG/P
Karen Mandell - World Expo

Five Years
Sandra Wesselman - IDC Benelux
Cheryl Tynan - Network World

Four Years
Mary Jakubowicz - F.S.
William Creonte - CW Publishing
Pascale Cathelot - IDC France
Karen Wickre - PC World
Melissa Christie - CW Publishing
Pauline Manning - Digital News
David Raths - InfoWorld
Eric Lach - InfoWorld
Carol D'Agostino - LINK Resources

Three Years
Phillipe Mingori - CW France
Sylvie Neuhoff - CW France
Beth Dudas - IDG/P
Elizabeth Phillips - CW Publishing
Susan Thaxter - CW Publishing
Lisa Rothemund - F.S.

Two Years
Mark Facchen - CWCI Australia
Laurel Peddie - Digital News
Barbara Tyson - IDG/P
Lisa LaFleur - IDG/P
Amy Marks - PC World
Elisabeth Biviano - CWCI Australia
Sue Grant - Macworld
David Hutchins - CWCI Australia
Lisa Jaillet - IDG/P
John Hildum Jr - InfoWorld

One Year
Walter Miao - LINK Resources
Robert Kanes - PC World
Amy Striplin - PC World
Frances Mendelsohn - IDC
Caryn Dlott - IDG CI
Robert Kayne - InfoWorld
Susan Lusty - PC World
Ileana Patrichi - CWCI Australia
Lyn Taylor - Macworld
Chris Kobayashi - CW Publishing
Harry Klein - IDC
Scott Shores - PC World
Sanford Fibish - Publish!
Stuart Williamson - CWCI Australia
Stacey Simmons - LINK Resources
Keith Baumann - Publish!
Kilary Kushinsky - IDG
Janine Jackson - IDG/P
Margaret Lane - IDG/P
Milton Quiah - LINK Resources
Claudia Steenberg - PC World
Heather Martin - PC World
Matthew Lake - PC World
Paul Pastrone - IDC
Luis Camus - Macworld
Denise Vernier - Connell Communications
Joyce Chutchian - CW Publishing
Mark Breibart - CW Publishing
Donna Marie Deletti - IDG CI
Melanie Jane Manley - IDG London
Tom Smith - Network World
William Perry - Network World
Karen Nielsen - LINK Resources
Danny Linden - Macworld

IDG WORLD UPDATE

Volume 19, Number 35

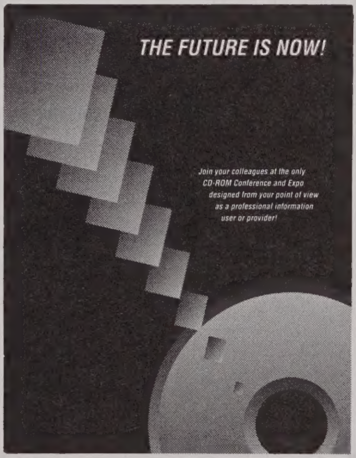
October 16, 1989

Next Week's Issue:

☐ *Computerworld Launches Global Network Buy*

☐ *Spotlight: Computerwoche Advertising Department*

CD-ROM Expo '89


THE FUTURE IS NOW!
Join your colleagues at the only CD-ROM Conference and Expo designed from your point of view as a professional information user or provider!

More than 3,500 attendees entered the door's last week's at CD-ROM Expo '89, bringing together a multitude of users, industry pioneers and observers that explored the latest in industry trends and technological advancements in optical storage and applications on compact disc. Attendance increased 25% over last year, reflecting the growing interest in CD-ROM by the general business community.

Ben Bova, reknowned science fiction writer and high-tech industry figure, delivered the keynote address at CD-ROM Expo, Oct. 2-6 at the Sheraton Washington Hotel, in Washington, D.C.

In a standing-room-only keynote address, Bova unveiled an interactive personality from the future. The personality from 2010 explained how CD-ROM would affect the future.

"Ben has spent years exploring revolutionary technologies and relating them to future environments in which mankind will exist. His uncanny ability to predict their effects on the future made for an exciting keynote presentation, stated **David Bradway**, manager of conference planning and development at IDG Conference Management Group (CMG), the conference producer.

Nearly every significant

CONTINUED ON PAGE 2

CD-ROM KEYNOTE: YOU AIN'T SEEN NOTHING YET!

A standing-room-only keynote address was given at CD-ROM Expo in Washington, D.C. by Ben Bova, author of more than 65 books, and formerly the president of the National Space Institute. He has received distinguished recognition for his work in Science Fiction, including the six time recipient of the Hugo Award for best professional editor.

BEN BOVA

Bovafeels that the most accurate description for the pace which optical information process and communication is moving is the engraving on the Hall of Archives, "What is Past is Prologue." Translated, "You ain't seen nothing yet!" He feels that laser technology is a foundation for an industry with infinite applications.

He explained in his address how light has enormous information carrying capacity. At present, it is faster than any other method. Bova stated, "10 Billion bits of information can fit on a 5" disc and this is just the beginning. CD-ROM is part of a much larger optical information revolution." He recited how a paper was just published citing the first holographic (optical) memory for a computer. Bova went so far as to predict that people will be able to carry the world's history in their back pocket. He feels the possibilities for CD-ROM in the future are unlimited. Including such forseeable events as, the ability to drive intelligent cars that will be able to avoid accidents; forecasting accurate weather with computers that can process the artificial satellite messages faster; CD-ROM technology built into the infrastructure of our homes and offices, with central work stations; and on a conservation slant, books being published electronically. ❑

CD-ROM EXPO...

CONTINUED FROM PAGE 1

company in the growing industry was at the show, and several of them including Apple Computer, Inc., Microsoft Corp., Sony Corp. of America, credited the Expo, "...as the right place to announce new products."

Some of the most important conferences featured in-depth tutorials and hands-on workshops to help users gain a better understanding of the latest advancements in optical media and publishing, data conversion, SGML, hypermedia, CD-ROM networks, authoring systems, intellectual property rights and industry trends. Specific sessions addressed the latest standards and legal issues of CD-ROM and anticipated emerging technologies. General conference sessions focused on issues of standardization, recordable CD-ROM, networking design, graphics, extended architecture, government applications and historical trends.

CD-ROM has exploded into an information distribution revolution by providing professionals with massive amounts of stored data at their fingertips," stated **Bill Leitch**, president of CMG. ❑

PORTABLE TECHNOLOGY: ON THE MOVE

Approximately 1300 users and enthusiasts attended Portable Computing Fall '89 conference and exposition. Produced by IDG's Conference Management Group (CMG), the show of portable computer and communication technology took place Sept. 27-28 at the New York Marriott Marquis.

Nearly 38% of the attendees were involved in manufacturing. Other industries, including banking, education, engineering, finance government, healthcare, insurance and distribution, were also represented.

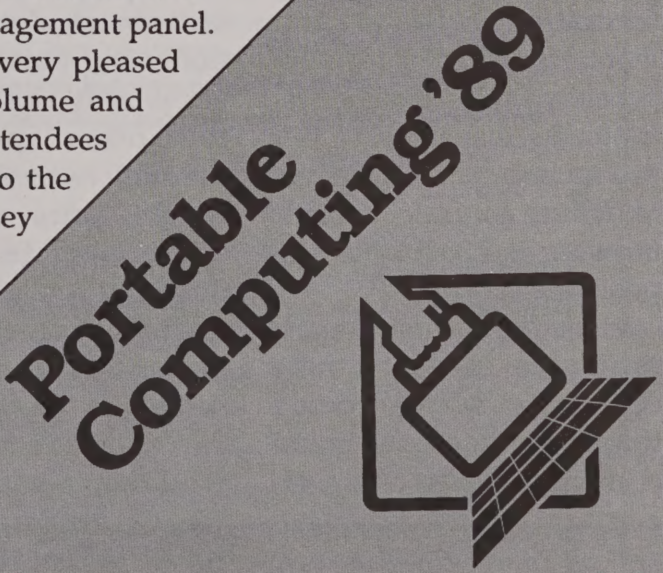
The conference program featured 19 sessions and kicked off with a keynote presentation by esteemed microcomputer idustry figure and featured columnist George Morrow. In his keynote, Morrow detailed the advancements being made in portable computer screens, keyboards, disk drives and batteries. He discussed how these improvements will increase the popularity of portable computers. Other sessions discussed purchasing portable computers, hand-held computing, portable computers, personal information management and peripherals.

"Morrow is one of the best personal computer industry's true geniuses. He uses his vast experience and considerable knowledge to bring users up-to-date on the fast moving technology of portable computing and to predict its future," said **David Bradway**, manager of conference planning and development at CMG.

At the Portable Computing '89 show, three members of IDG/Peterborough publication, *Portable Computing* gave well received presentations. **Roger Strukhoff**, editor-in-chief, led the presentation of the Industry Announcements. **Alan Zeichick**, senior editor, presented the Power Portables session, and was on the What's HOT, What's NOT! panel. **Mark Reynolds**, associate editor, spoke on the Personal Information Management panel.

"We are very pleased with the volume and quality of attendees who came to the show. They demonstrated the widespread interest in portable technology. Attendees enthusiastically participated in the sessions and investigated the technolgoy on display on the exhibit floor," said **Bill Leitch**, president of IDG Conference Mangagement Group.

The show is scheduled to return next year with a new name and two new locations: Portable Computing & Communications Conference and Exposition, to be held May 9-10, 1990 in California at the Anaheim Marriott and September 27-28 at the New York Sheraton Center. ❑



SPOTLIGHT: *PC WORLD* PRODUCTION DEPARTMENT

The transition of the *PC World* production group into a "lean and clean machine" could not have been accomplished without the contributions of a great staff.

(L to R) Linda Manes, Steve Spingola, Mary Ann De Pietro, and Kevin Greene

Under the guidance of **Linda Manes,** senior production manager the *PC World* Production Department has become a well-organized, highly efficient group. Manes is responsible for supervising the day-to-day production of *PC World, MacWorld* and *Publish!*, and orchestrating the departmental transition from a corporate team to a team working for one magazine. PCW's production staff now strives to deliver accurate, realistic answers and courteous, dependable service.

As the Production Department was becoming fully operational, Manes worked to improve the efficiency and cost-effectiveness of the department. Editorial material is prepared according to schedule and overtime has become a thing of the past. According to sources at *PC World*, the printer has said that the department's computerized reports, detailed impositions, and form instructions are worthy of being models for other publications. Through reductions in paper weight, price and printing efficiencies, costs were reduced by 10% over last year.

Manes has been in publishing for almost ten years. Her first job in the field was with the Children's Television Workshop, Sesame Street, and Electric Company. She served as production manager for *Esquire Magazine* where, along with her other duties, she spent 5-10 days a month, every month for 3-1/2 years, on press. Color and quality control is something she understand well. While in New York she was also very involved with the organization, Women in Production and served on the Board of Directors for four years.

The Big Apple started to lose its enchantment and Manes decided to make a transcontinental trek to San Francisco. She landed a great job, bought a house five-times the size of her studio in Brooklyn, taded the subway for a set of wheels and met her husband, Bob. Needless-to-day, she is very happy on the West Coast where she enjoys playing classical pi-

Human Resources News

NEW POSITIONS THIS WEEK October 16 1989

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

EXECUTIVE SECRETARY/CHAIRMAN'S OFFICE (IDG)

An exciting position currently exists within IDG's worldwide headquarters in Framingham, Massachusetts. Seeking an individual who is capable of working in a fast-paced, challenging environment. This position will involve working with the Executive Assistant to the Chairman in supporting the executive management team, including the Director of Business Development, and the Chairman of the Board. The ideal candidate must have very strong English/writing skills, strong dictation/transcription skills, and an accurate typing speed of at least 65 wpm . English proficiency is a must withthe ability to work under tight deadlines. The candidate must be able to compose correspondence, edit text, type dictation, make international travel arrangements, and work closely with the Executive Assistant to the Chairman in managing the Chairman's Office.

CREDIT ANALYST (IDG)

Responsibilities include collection of account receivable, negotiation of payment schedules with deliquent customers, coordinate flow of paperwork for credit and debit memos, incoming mail, lock boxes and mailing of duplicate invoices. Monitors customer payment records, imposes credit holds, bad debt write offs, and credit adjustments. Resolves customer disputes and recommends accounts to collection agencies. Also provides recommendations to management on procedures to minimize delinquencies for given book.

ART DIRECTOR (IDGC/P)

Responsibilities include commmissioning and selecting appropriate artwork, graphics, and photos; overseeing the layout of all features, columns, and departments; designing and executing newstand cover concepts; meeting production deadline schedules; preparing and meeting monthly budget projections; and managing a two person art staff. Will report directly to the Editor-in-Chief and work closely with the editorial team. Requires a B.A. in design or related field and a minimum of three years after college magazine design experience, preferably as an art director. Computer graphic skills are a plus.

MANAGING EDITOR (IDGC/P)

The Managing Editor will report to the Executive Editor and work closely with the Art Director and editorial staff. Responsibilities will include being arbiter of editorial style and will contribute to short- and long-range editorial planning. Requires 3 to 5 years experience in a magazine publishing, preferably as an editor, enthusiasm for the computer industry. Strong communication and time management skills, as well as ability to supervise staff of experienced copy editors. Proofreading and copy editing skills, plus a strong appreciation of design are required.

ASSISTANT ART DIRECTOR (MACW)

The Assistant Art Director works under the direction of the Associate Art Director, commissioning of editorial art for Macworld. Responsibile to conceive, assign, direct, and edit photography and illustrations for assigned sections of the magazine. Includes working with appropriate editors to ensure that editorial content is accompanied by creative and excellent artwork. Requires a professional art and design background. Three to five years in graphic design with art directing/photo editing emphasis preferred. Good communication and organizational skills required.

DESIGN ASSOCIATE (MACW)

Will participate in the design and production of editorial materials in Macworld magazine under the direction of the designer. Responsibilities include design and dummy of assigned editorial material as well as size, crop, and position photographs, technical art. Provides layout sheet of each article. Refine, revise, and create graphics, figures and tables on the Macintosh computer. Makes stats, specs, types, and paste-up magazine boards. Requires a professional art/design background and 3 to 5 years graphic design experience

Job Opportunities Revised: October 16, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone
IDG	Bookkeeper	Framingham,MA	M. Cornetta	(508)935-4734
IDG	Travel Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham,MA	S. Perry	(508)935-4407
IDG	Exec. Secretary	Framingham, MA	M. Cornetta	(508)935-4734
IDGCI	Receptionist P/T	Paramus, NJ	P. DeBiase	(201)967-1350
IDGCI	Customer Serv./Order Proc.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Account Representative	Framingham, MA	S. Perry	(508)935-4407
WEC	Admin. Assistant (MSG)	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Sr. Account Exec.	Framingham, MA	S. Perry	(508)935-4407
ITI	Account Executive	Framingham,MA	S. Perry	(508)935-4407
IDC	Quickserv Interviewers P/T	Framingham, MA	H. Klein	(508)872-8200
IDC	Program Manager	Framingham, MA	M. Leary	(508)935-4720
IDC	Senior Analyst	Framingham,MA	M. Kahn	(508)935-4010
IDC	Research Analyst	Framingham, MA	D. Cord	(508)935-4250
IDC	Program Manager	Framingham,MA	R. Segal	(508)935-4321
IDC/WA	Director of Research	Washington, DC	M. Young	(703)893-0833
CWPI	Senior Correspondent	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Sales Assistant	Natick, MA	A. Longley	(508)879-0700
CWPI	Senior Writer	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Regional Mgr./Class. Ad.	Paramus, NJ	J. Corrigan	(508)879-0700
CWPI	Sales Assistant	Framingham, MA	L.McGrath	(508)879-0700
NWW	Features Writer	*Network World*, Framingham, MA	S. Moore	(508)879-0700
FCW	Asst. to President/Pub.	Falls Church, VA	S. Woit	(703)876-5100
IDGC/P	Marketing Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Administrative Asst.	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Assistant Art Director	*Mon.Cust.Pub*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Managing Editor	*Port. Comput.*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Art Director	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Managing Editor	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IFW	Research Manager	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	PC Test Technicians	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Advertising Coordinator	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Editorial Asst.	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
MAC	Assistant to the Editor	*Macworld*, San Francisco, CA	J. Borrell	(415)243-0505
MAC	Asst, Art Director.	*Macworld*, San Francisco, CA	J.Hoffman	(415)243-0505
MAC	Design Associate	*Macworld*, San Francisco, CA	L. Borton	(415)243-0505

PUB	Catalog/Class. Accnt. Mgr.	*Publish!,* San Francisco, CA	L.Backus	(415)546-7722
PCW	Circulation Promo. Mgr.	*PC World,* San Francisco,CA	H. Martin	(415)546-7722
PCW	Associate Editor	*PC World,* San Francisco, CA	E. Bott	(415)546-7722
PCW	Sr. Design Assoc./Editorial	*PC World,* San Francisco, CA	C.Sternberg	(415)546-7722
PCW	Admin. Assistant	*PC World,* San Francisco, CA	N. Wood	(415)546-7722

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI NWW	Susan Perry / Mary Cornetta (508) 875-5000
IDC/IDCW/CIO/FCW DN	Elaine Ouellette / Susan Bitterli (508) 872-8200
CW	Barry Coughlin/Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Holbrook (415) 546-7722
Job Hotline (PCW)	(415) 978-3100
InfoWorld	Marcia Mason (415) 328-4602

NEW EMPLOYEE ORIENTATION

There will be New Employee Orientations on the following dates during 1989:

November 7
December 12

All orientations will be held from 9:30 a.m. to 10:30 a.m. at 5 Speen Street in the 2nd Floor Conference Room.

New employees who haven't already participated in the orientation should contact **Mary Cornetta** at IDG, Human Resources, x4734, or **Susan Bitterli** at IDC, Human Resources, X4416 to schedule for the ***November 7*** session.

In each *Human Resources News* a listing will be provided with an upcoming scheduled orientation date. If you have any questions, please contact IDG Human Resources.

IDG Corporate Star Program

IDG is pleased to announce the Corporate Star Award. This award was designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Three Awards will be granted each quarter in FY90.

All corporate IDG employees are eligible for nomination, with the exception of the Selection Committee. Each quarter, nomination forms will be sent to all corporate IDG employees. You can nominate another corporate IDG employee who you feel is deserving of this special award. However, please be as specific as possible and include examples whenever possible.

Nomination forms will appear periodically in the *IDG World Update* each quarter so that operating unit employees can nominate corporate IDG employees who who they feel have provided outstanding service to them.

The presentation of these awards will be made in December and all corporate employees will be invited to attend the awards ceremony. Each STAR will receive a cash prize, as well as an award. The corporate lobby will host a placque listing all corporate IDG STARS, current and past.

Corporate STAR awards will be selected from all nominations by a committee at the end of each quarter.

The nomination form appearing in this issue must be filled out and returned to **Martha Stephens**, Human Resource Department, IDG Corporate Office, 5 Speen Street, Framingham, MA 01701 by November 10, 1989.

IDG Corporate Star Program

Employee
Name:____

Position or
Title:____

Department:__________________________________

1) How has this employee provided exceptional SERVICE to other corporate departments, divisions of IDG, or external clients or contacts?

2) In what way has this employee exhibited a positive attitude and fostered TEAMWORK?

3) What has this employee done to demonstrate initiative and creativity to improve company, departmental or job RESULTS?

SPOTLIGHT...

ano and painting.

Mary Ann De Pietro is a systems person who keeps the department running like clockwork. She was instrumental in creating the computerized Booking and Ad Traffic systems currently used by PCW. She is also credited with streamlining the credit-check process for advertiser's with IDG. De Pietro maintains close communication with the *PC World* sales managers, as well as the printer. Her most recent accomplishment was coordinating the first *PC World* Production Manual which was distributed to all *PC World* field offices.

Born and raised in Boston, Massachusetts, De Pietro graduated from the University of Massachusetts, Amherst. She received a B.A. in English and a minor in North American Ethnology. Prior to joining PCW, De Pietro taught continuation High School for two years, and ran her own retail business for thirteen years. De Pietro began as a consultant/manager in the Circulation Department and joined the production group in February of 1985. In May of this year, De Pietro performed in an original musical comedy called "Streets" in which she played the part of a caring but crazed Italian mother — a role suited to ANY production manager.

Steve Spingola joined the team of PCW in January of this year. As ad traffic coordinator, Spingola works directly with ad agencies and clients to ensure that all materials arrive in San Francisco when needed, and that they meet the quality standards set by PCW.

Spingola attended CAL State/Long Beach between 1978-1981, and received his BA in Radio/TV/Film Production. After graduating, he worked as a substitute teacher in Los Angeles as it gave him the flexibility to pursue his other interest: music (he has two LPs out on Enigma/Capital). After 10 years in L.A., he decided to move back to his hometown of San Francisco where he answered an ad in the *Chronicle* and joined PCW. Spingola comments, "When not working, I enjoy creating music, performing in nightclubs and concert halls, making people laugh, and balding."

Production booking and billing coordinator **Kevin Greene** is just that. He books and bills all ads. In addition, Greene generates numerous reports for the Advertising Department and the President's office, which involve credit, ad revenue and contract status. These reports are so professional that people are often under the assumption that the department has a database. His reputation among the other departments at PCW and at IDG is of the highest caliber.

With the company for two years, Greene previously worked for the Yellow Pages division of Ketchum Advertising in San Francisco. Originally from Ohio, Greene graduated from Kent State University with a degree in Spanish. His outside interests include Mexican food, chocolate, flea marketing and furniture restoration. ❑

CIRCULATION RISES AT MACWORLD

Jim Martin, president/publisher of Macworld Communications, has announced that, as of the February 1990 issue of *Macworld*, the average qualified circulation delivered will be 375,000 readers.

Throughout its nearly six-year history, *Macworld* has delivered more active and influential Macintosh buyers than any other publication. *Macworld's* combination of the best in-depth news coverage, features and product reviews continues to attract beginning and experienced Macintosh users alike. When looking for clear guidance on where to spend their hardware and software dollars, Mac owners and corporate PC Managers turn to *Macworld* as their primary source of reliable technical information.

Discussing the approximate 15% increase in circulation, Martin said, "*Macworld* has maintained its leading position in the Macintosh market from the beginning. Last year, we decided to make a substantial investment that would assure our market predominance into the 1990's. We have now embarked on an aggressive circulation development program designed to further our position as the world's leading Macintosh publication. All of us at *Macworld* are committed to retaining our lead, both in editorial quality and circulation strength." ☐

NEW DESIGN FOR *COMPUTERWOCHE*

In a recent visit to the offices of IDG Germany in Munich, *Computerworld* publisher, **Fritz Landmann** and *Computerwoche* publisher, **Eckhard Utpadel** met to discuss *Computerwoche's* new and exciting graphic design which emphasizes the sister relationship between these two leading IDG publications.

"The similarities in large corporate information systems planning, as well as the sales situations of *Computerworld* and *Computerwoche* were very revealing to me," commented Landmann upon his return, adding, "this trip confirmed, more than anything else, the timeliness of our new *Computerworld* global marketing program and the need for the upcoming Worldwide Congress in Palm Springs." ☐

COMPUTERWORLD
COMPUTERWOCHE

IDG
WORLD
UPDATE

Volume 19, Number 36

October 23, 1989

BAY AREA SHOCKED BY EARTHQUAKE

In spite of the devastation and destruction left in the wake of the earthquake which struck Tuesday evening at 5:04 p.m. Pacific Time, many San Francisco Bay Area sites were reported operational the next day. Amazingly, IDG's were expected to be back in full swing early this week.

The earthquake, which measured 6.9 on the Richter scale, severly damaged a mile-long portion of the upper deck of Interstate 880, tore gaping holes in sidewalks and devastated residential sections in the area.

WEDNESDAY:

Contacts from IDG Headquarters to the West Coast were made early Wednesday morning. **Mary Dolaher**, executive assistant to the chairman, reached **Marcia Mason**,

COMPUTERWORLD GLOBAL ADVERTISING NETWORK DEBUTS

Computerworld Publishing is launching a "Global Leadership Network," which will extend the advertising reach to 1,326,303 combined international subscribers of all 28 sister publications. As the newsweeklies of record for International Systems Management, the 28 indigenous *Computerworlds* deliver 80 percent of key buying influencers for the $560 billion global technology market.

"As the information technology industy matures, more and more companies are generating as much as 40-50 percent of their revenues and profits from overseas sales," stated **Val Landi**, senior vice president/associate publisher of *Computerworld*.

The program's design is quite straighforward: If *Computerworld* (U.S.) advertisers run ads concurrently in a variety of packages available in the Computerworld Global Leadership Network during 1990, they will receive a 30% discount on all space run above their 1989 contract frequency. Advertisers will receive up to a 15% discount on each incremental page in the international publications over their 1989 base.

According to Landi, *Computerworld* is developing international editorial products to compliment the Global Leadership Network. One opportunity is single-sponsored IDC White Papers on emerging global standards such as UNIX and SAA that will be bound into select international *Computerworlds*. A second product under consideration is editorial packages addressing the status of information technology within specific national and regional boundaries.

Coordinating the implementation of the program will

CONTINUED ON PAGE 2

EARTHQUAKE...

CONTINUED FROM PAGE 1

director of Human Resources at 6:00 a.m. Pacific Time. She reported that the *InfoWorld* employees were in the building when the earthquake hit, but the offices were without structure damage. By noontime, **Terri Hamilton**, president and publisher of *InfoWorld*, informed IDG that all *InfoWorld* employees were accounted for.

The international offices faxed and phoned all morning regarding the safety and well being of IDG West Coast employees and to offer their assistance in any way possible.

David Hill, director of the IDG New Service was contacted at home by international offices at 4:15 Wednesday morning. Copy regarding the disaster in Silicon Valley was badly needed in order to meet deadlines for their current issues. Hill worked with *Computerworld* employees to get the information, and stated, "I can't say enough about how great the people at *Computerworld* were." Editor **Paul Gillin** worked with the West Coast staff on off-hours to write and send copy in advance of his own deadlines, and to have the information transmitted over the New Service wire so that the foreign publications could meet their deadlines.

At *Macworld*, **Jim Martin**, president and publisher, continued to send updates to headquarters as they occured. **Steve Cox**, telecommunications manager, made a make-shift office out of his home inviting employees to work there if they chose.

THURSDAY:

Computerworld's West Coast Bureau staff provided extensive and constant coverage of damage done to corporations surrounding the area. By Thursday night, *Computerworld* editors, Gillin and **Peter Bartolik** had a score of files to sort through, ranging from complete stories to short takes of information and anecdotes. Material was compiled for a comprehensive main story and two main sidebars, essentially representing the initial assignments set out on Wednesday morning. Other copy was edited into additional related sidebars. Copy continued coming into the Framingham office until roughly 8:30 p.m. Thursday, and some additional copy was received Friday morning. Photos were received from a freelance photographer in San Francisco, and additional art was obtained from Knight Ridder News Service, and **Tom Monahan**, art director of the monthly supplement, *Computerworld Integration*, developed spot art on a Macintosh II.

FRIDAY:

Friday afternoon: **Amy Marks**, assistant to the director of marketing at *PC World*, reported that half of the staff had come into the offices on a volunteer basis and that almost everyone would be returning on Monday.

At the end of the day *Computerworld* had developed a four page special report.

Hill's New Service moved a record 64 stories in one day. A large percentage due in bulk to the earthquake.

On behalf of IDG, we extend our deepest compassion to each of you for the trauma and hardships that have been experienced. Everyone is congratulated for the outstanding professional attitude and collective mutual support, care and sense of solidarity displayed by all. ❑

GLOBAL NETWORK....

CONTINUED FROM PAGE 1

be **Frank Cutitta**, president of International Marketing Services. "The new global network program gives the *Computerworld* (U.S.) staff an incomparable 'globalization' sales message when competing with their more parochial competition in the U.S.," Cuttita added, "The new program will provide incentives for new and current *Computerworld* (U.S.) advertisers who agree to use our international publications while increasing their current schedules in the U.S. publication. This new network will allow IMS to use the extensive *Computerworld* (U.S.) sales force to promote the international publications throughout the United States."

This program extends beyond the discount. The *Computerworld* editorial staff is planning a special Europe 1992 supplement for March 1990 that will be included in European *Computerworlds*. This will be sold as part of the leadership network, as will a new annual supplement scheduled for September 1990 called "IS In Japan" which will be a 36-page supplement, single-sponsored, and will have global distribution.

PCR ANNOUNCES EXPANDED FORMAT; INCREASED FREQUENCY

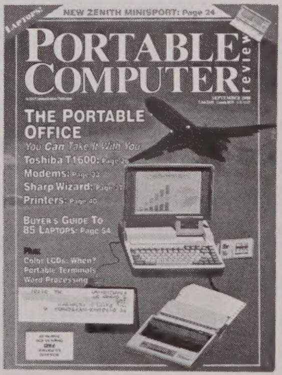
Jim McBrian, publisher of *Portable Computer Review*, recently announced that the publication will be changing its name to *Portable Computing, the Mobile Professional's Monthly*, effective with the February 1990 issue. McBrian stated, *"Portable Computing* signals an exciting expansion of our acclaimed portable computer coverage to include all portable office products, applications, services and issues."

As we enter our fourth year of publication—and indeed the 1990s—we are evolving our editorial product to keep pace with the market," McBrian continued. "Portable computers has made the concept of the portable office a reality."

According to a recent reader profile, over 67% of *Portable Computing's* readers use their portables while traveling. The tools of these mobile professionals now include cellular telephones, portable fax machines and printers, personal copiers, scanners, pagers and on-line services.

Portable Computing will guide its readers in the purchase of these products, in addition to the latest in portable computers. Plus, the magazine will demonstrate how portable computing technology works to the readers advantage.

Portable Computing's frequency will increase from its current bi-monthly schedule to monthly, effective with the February 1990 issue. "We haven't had enough editorial opportunity, with a bi-monthly schedule to cover all the products and issues that we've wanted to," commented editor-in-chief **Roger Strukhoff**. "A monthly schedule will allow us to better serve our readers with an expanded editorial line-up." A circulation of 75,000 will be comprised of qualified controlled subscribers and paid single-copy readers.



IDG/C FRANCE LAUNCHES *DISTRIBUTIQUEEUROPE*

THE EUROPEAN MICROCOMPUTER AND SOFTWARE RESELLING MAGAZINE

On October 9th IDG Communications France presented *Distributique Europe,* the first European computing magazine written in English. It is the first European computing magazine of its kind, targeted towards computer distribution professionals, distributors, value-added resellers, distribution chains, OEMs, hardware manufacturers and software developers.

THE EUROPEAN MICROCOMPUTER AND SOFTWARE RESELLING MAGAZINE

DISTRIBUTIQUE EUROPE

N°1 - OCTOBER 1989

50FF - 7.90$

European micro market: Ready for tomorrow?

■ Distribution in the UK. ■ Sales figures everyone should know. ■ Reselling: Old myths die hard. ■ Trends: what's up in the US Market? ■ Let's get rid of software piracy. ■ Telecoms: how to enter the French market? ■ Compaq European strategy by Eckhard Pfeiffer. ■

IDG

Distributique Europe is aimed at top-level management; general managers, sales and marketing managers and will be sold by subscription and have an initiated circulation of 10,000 copies distributed in France, UK, Germany, Scandinavia, Benelux, Spain, Switzerland and Italy, as well as to major clients in the U.S., Japan, Taiwan , South Korea and Hong Kong.

To publish *Distributique Europe,* the first reference tool for computer trade distribution, IDG Communications France relies on a unique network of information resources: its integrated press agency, the IDG News Service which links the 120 publications of the IDG Group in 40 countries, journalists in every country specializing in distribution, studies from IDC and major market research firms worldwide.

Currently, no publication covers the evolution of the distribution market in Europe and the world over. By publishing this reference magazine, IDG Communications France offers all managers access to the essential information they need for day-to-day action. ☐

IDG/P PUTS THE TENTH CORPORATE VALUE TO WORK: "ACTION-ORIENTED—LET'S TRY IT!"

In honor of Computer Learning Month, IDG Communications/Peterborough will host an open-house this year on October 26. IDG has invited everyone in their local area to stop by for guided tours, hands-on computer demonstrations, complimentary magazines and refreshments. IDG employees will be available to answer questions about the company and the magazines they publish.

Computer Learning Month is a non-profit educational foundation, and a national event sponsored annually by the Software Publishers Association to encourage awareness of computer technology. The event is geared towards a large percentage of the public; particularly students who are uneducated in computer automation and unaware of the many benefits computers have to offer in areas such as education, business and personal productivity.

IDG Communications, encourages residents, employees, educators and students of the greater Monadnock Region to stop by and see what these fascinating machines can do and what IDG is all about. ☐

Human Resources News

NEW POSITIONS THIS WEEK October 23, 1989

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

ASSISTANT CREDIT MANAGER (IDG)
Responsibilities include completing monthly receivable statistics for all companies and publications, provide and track daily and weekly cash numbers for Credit Manager, Controllers, and staff, examine bad debt on a quarterly basis, assist collectors in the day to day aspects of job. Provides leadership in the absence of Credit Manager, assist in interviewing and hiring of personnel as well as assist in employee evaluations and review performance of staff. Requires a B.S. Degree in Business or related field, 2 to 4 years credit/collection experience, 1 to 2 years supervisory skills.

ACCOUNT REPRESENTATIVE (IDC) 2
Responsibilities include selling Technology Investment Strategies product to Fortune 500 companies, requires a good amount of phone work and approximately 30% travel. Requires a minimum of 2 years sales experience with high tech related products, must be highly motivated, have strong communication skills, and be a team player.

ADMINISTRATIVE ASSISTANT (IDC)
Duties of this senior level administrative position are split evenly (20 hours per week) between the Software Research Group (SRG) and User Services clients. Responsibilities include coordination of the three user program Administrative Assistants, scheduling of all user clients, receiving, logging and directing messages for inquiries for each of the four groups, handling correspondence and filing. Requires a high level of client contact, must be able to work independently.

SOFTWARE SUPPORT SPECIALIST (CW)
Responsibilities include software selection and implementation (Mac and PC), Network/Fileserver optimization and maintenance (Appleshare), user support (Mac/Appleshare and PC/Novell) this will be done in a publishing environment. Requires 4 years IS experience with at least 2 years in Mac/PC/Lan situation, PC and printer hardware exposure a plus.

EDITORIAL ASSISTANT (IDG/P)
Responsible for monitoring author payments, assisting with the incoming mail to editors, maintaining files of press releases on the industries covered, tracking manuscripts as well as other general office duties. Requires excellent office skills and computer experience.

ASSISTANT TO AD DIRECTOR (MAC)
Responsible for supporting the Director of Advertising Sales/VP of Sales in all administrative facets of advertising sales including general office support, information management and special projects. Manages daily operation of the office including telephone coverage, typing/word processing assignments, maintaining formal filing system, handles incoming and outgoing mail, orders and maintains supply inventory.

PROJECT COORDINATOR (MAC)
Responsible for the development and coordination of Macworld's primary and secondary research projects, assist in the development of survey instruments and reports, coordinates projects and schedules, maintain project files and department library, data entry, survey tabulation, and preliminary analysis of results, verify and proof read departmental data. Requires familiarity with survey research methodology, 2 years of market research experience, 1 year experience in survey tabulation and knowledge of statistical analysis software, familiarity with Macintosh desktop publishing techniques.

TYPESETTER (PCW)
Requires experience in Magna, CCI, or comparable code. Must know DOS and Wordstar. Part time position with flexible hours.

Job Opportunities Revised: October 23, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone
IDG	Bookkeeper	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Travel Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	S. Perry	(508)935-4407
IDG	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Asst.Credit Mnger.	Framingham, MA	S. Perry	(508)935-4407
IDG	Account Rep. (2)	Framingham, MA	S. Perry	(508)935-4407
IDGCI	Receptionist P/T	Paramus, NJ	P. DeBiase	(201)967-1350
IDGCI	Customer Serv./Order Proc.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Account Representative	Framingham, MA	S. Perry	(508)935-4407
WEC	Admin. Assistant (MSG) P/T	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Sr. Account Exec.	Framingham, MA	S. Perry	(508)935-4407
ITI	Account Executive	Framingham,MA	S. Perry	(508)935-4407
IDC	Quickserv Interviewers P/T	Framingham, MA	H. Klein	(508)872-8200
IDC	Program Manager	Framingham, MA	M. Leary	(508)935-4720
IDC	Senior Analyst	Framingham, MA	M. Kahn	(508)935-4010
IDC	Research Analyst	Framingham, MA	D. Cord	(508)935-4250
IDC	Program Manager	Framingham, MA	R. Segal	(508)935-4321
IDC	Admin. Assistant	Framingham, MA	R. Tasker	(508)935-4370
IDC	Account Exec.	California Area	D. Best	(201)632-9222
IDC/WA	Director of Research	Washington, DC	M. Young	(703)893-0833
CWPI	Senior Correspondent	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Sales Assistant	Natick, MA	A. Longley	(508)879-0700
CWPI	Senior Writer	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Regional Mgr./Class. Ad.	Paramus, NJ	J. Corrigan	(508)879-0700
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Software Sup. Spec.	Framingham, MA	J. Watson	(508)879-0700
NWW	Features Writer	*Network World*, Framingham, MA	S. Moore	(508)879-0700
FCW	Asst. to President/Pub.	Falls Church, VA	S. Woit	(703)876-5100
IDGC/P	Marketing Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Assistant Art Director	*Mon.Cust.Pub*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Managing Editor	*Port. Comput.*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Art Director	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Managing Editor	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Editorial Assistant	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IFW	PC Test Technicians	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602

MAC	Assistant to the Editor	*Macworld*, San Francisco, CA	J. Borrell	(415)243-0505
MAC	Asst. Art Director.	*Macworld*, San Francisco, CA	J. Hoffman	(415)243-0505
MAC	Design Associate	*Macworld*, San Francisco, CA	L. Borton	(415)243-0505
MAC	Asst. AD Director	*Macworld*, San Francisco, CA	P. Navone	(415)243-0505
MAC	Project Coordinator	*Macworld*, San Francisco, CA	G. Rocchio	(415)243-0505
PUB	Catalog/Class. Accnt. Mgr.	*Publish!*, San Francisco, CA	L. Backus	(415)546-7722
PCW	Associate Editor	*PC World*, San Francisco, CA	E. Bott	(415)546-7722
PCW	Sr. Design Assoc./Editorial	*PC World*, San Francisco, CA	C. Sternberg	(415)546-7722
PCW	Admin. Assistant	*PC World*, San Francisco, CA	N. Wood	(415)546-7722
PCW	Typesetter	*PC World*, San Francisco, CA	E. Hennet	(415)546-7722

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI NWW	Susan Perry / Mary Cornetta (508) 875-5000
IDC/IDCW/CIO/FCW DN	Elaine Ouellette / Susan Bitterli (508) 872-8200
CW	Barry Coughlin/Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Holbrook (415) 546-7722
Job Hotline (PCW)	415) 978-3100
InfoWorld	Marcia Mason (415) 328-4602

IDG IN MOSCOW : ICE BOARD OF DIRECTORS COMMITTED TO FURTHER EXPANSION PLANS

The Board of Directors of ICE, IDG and Radio Y Sviaz, joint venture in the Soviet Union, assembled for a second time in September. Stimulated by a complex and difficult business environment, the board members actively participated in key decisions.

FIRST 3 ISSUES OF *PC WORLD USSR* SOLD OUT

Although many observers were skeptical about IDG's ability to build a successful and profitable business in the soviet union, the first 3 issues put together with Radio Y Sviaz have been a smashing success. Each copy has been sold out. At the Moscow Book Exhibition a PC programmer explained to **Pat McGovern**, chairman of IDG and **Axel Leblois**, vice chairman of IDG that, "You cannot get an issue on any bookstore shelf, and if you want to get one second-hand, you cannot attain one for less than 10 times their cover price." He added, "We expect to get more information and a better frequency of *PC World USSR* in the near future, as well as more up-to-date information". Indeed, it has not been easy to produce *PC World* in Moscow.

PERESTROIKA CAUSES PAPER SUPPLY SHORTAGES

Since the development of PERSTROIKA, it has been increasingly difficult for Soviet authorities to meet the increasing demand for paper. Leonid Yupt, duputy director of the State Committee for printing and publishing, and a member of the board of the joint venture stated that the paper shortage affected everyone in the Soviet Union and that it was extremely difficult to manage the situation. Paper production is about one tenth of the US per head, whereas Soviet people read more than in most other countries. **Eugene Salnikov**, general manager of Radio Y Sviaz and chairman of the joint venture also explained how numerous book and magazine publishers had to postpone production of major works as paper was simply not available. In addition, it seems that the new decentralized style of management in the Soviet Union creates unexpected changes in paper mill supplies, making it more difficult to plan deliveries to printing plants and creating difficulties at printing plants themselves.

MULTINATIONAL PRODUCTION SYSTEM

Faced with these challenges, our joint venture Board of Directors opted to shift production to Austria and Germany for the time being. Since advertising revenues provide enough hard currency to fund printing and paper costs, *PC World USSR* will be able, starting on December 15th, to meet its publishing schedule. **Eckhard Utpadel**, vice chairman of ICE, and IDG Germany president, is offering support to *PC World USSR*'s production from the IDG Communications AG Munich team.

For **Dimitri S. Badalov**, editorial director and **Pyotr Yessikov**, marketing manager of *PC World*, this is good news: it is indeed frustrating to not be able to produce issues prepared with great care, good editorial and advertising pages being sold with great effort in both

CONTINUED ON PAGE 6

IDG IN MOSCOW ...

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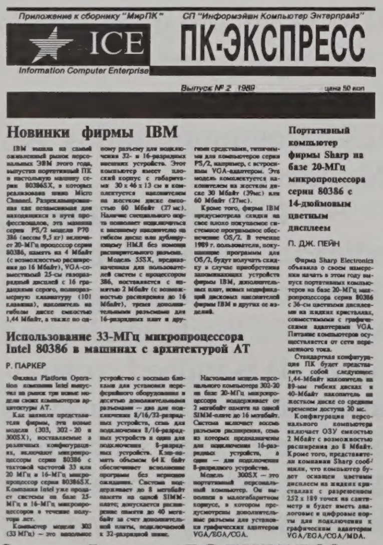
Moscow and abroad at IDG IMS offices !

HIGHEST PROFIT MARGIN WORLDWIDE

Despite production difficulties, *PC World USSR* reached a profit margin of over 50% for the first 3 issues, which is an absolute record for a new magazine launch! McGovern, Leblois and Utpadel expressed their thanks and congratulations for this excellent performance to Salnicov and **Michael Voladarsky** who were managing those three first issues. All profits are reinvested into the joint venture which is in an excellent financial situation to undertake further developments.

PC EXPRESS LAUNCHED

Faced with a very high demand for PC related information in their country, ICE managers launched *PC EXPRESS* last summer. A monthly publication, it is designed to provide hot industry news. The first two issues have been published, with the third one planned this month. A circulation of 100,000 contributes to serving the needs of the large number of people who are interested in adopting PC technology in the USSR.



Приложение к сборнику "МирПК" *СП "Информэйшн Компьютер Энтерпрайз"*

ICE ПК-ЭКСПРЕСС

Information Computer Enterprise

Выпуск № 2 1989 цена 50 коп

Новинки фирмы IBM

Портативный компьютер фирмы Sharp на базе 20-МГц микропроцессора серии 80386 с 14-дюймовым цветным дисплеем

П. ДЖ. ПЕЙН

Использование 33-МГц микропроцессора Intel 80386 в машинах с архитектурой AT

Р. ПАРКЕР

SECOND ISSUE OF *PC EXPRESS*

1ST PC FORUM ANNOUNCED

Perhaps one of the most important undertakings of the joint venture is the first annual International PC FORUM in Moscow. It will be held in July of 1990 at the NVDK exhibition park. ICE and IDG World Expo will be co-organizing this landmark event which will bring together developers from all over the Soviet Union, as well as major international PC Industry leaders. Organized in a very attractive and modern facility, it will include several conferences and exhibits which will allow Soviet cooperatives and vendors to meet with western suppliers who wish to expand their business in the USSR, and make contacts accordingly. “However,” stated **Cherif Moujabber**, IDG World Expo president and CEO, “One of the key goals of our Moscow PC FORUM is to also allow Soviet developers to exhibit, for the first time, their own production of software and other add-ons. Since the Soviet industry is emerging, a lot of the conferences will be focused on items relevant to entrepreneurs in search of useful and practical information to better serve their market and foreign partners.”

(L to R) Boris Antoniuk, Axel Leblois, Leonid Yupt, Eckhard Utpadel, Cherif Moujabber, and Pat McGovern in front of the NVDK exhibition park.

During their visit in Moscow, McGovern and Leblois met with Nenashev, chairman of the Soviet TV Authority, who will sponsor the PC FORUM together with the State Committee for Science and Technology,

CONTINUED ON PAGE 7

IDG IN MOSCOW...

CONTINUED FROM PAGE 6

the State Committee for Printing and Publishing and IDG.

NEW OFFICE SPACE READY

For all employees of ICE, the choice of a good working environment is critical. Thanks to **Boris Antoniuk**, director of the Joint Venture, excellent office space has been found on the premises of the future PC FORUM. Additional space in the center of Moscow will also be available by next winter. Meanwhile, IDG is providing all the support it can: Jean Louis Redon formerly vice-president at IDG Communications, set up his own consulting firm this fall and will work with Utpadel to check sites over the next 6 months and to see that all equipment, methods and publishing tools are in place to support ICE and *PC World USSR's* historical success in the Soviet Union.

"All in all, we are very proud of our colleagues achievements in a very difficult business environment," stated McGovern, adding: "We consider our Soviet Company as one of the most important for the future of IDG. We'll do whatever is required to make it an absolute success!" ❑

PAGE COMPUTER PUBLISHING BECOMES LAURENTIAN TECHNOMEDIA, INC

LMI
LAURENTIAN MEDIA INC.

IDG's Canadian publishing joint venture, Page Computer Publishing, Inc., has changed its name to Laurentian Technomedia, Inc. (LTI). LTI is one of Canada's leading trade publishers. Its two magazines, *Computer Data* and *Direct Access* reach a larger audience of information technology professional than any other competitor.

"Over the coming years our company will grow significantly and strike-out in many new directions," commented **Mark Stirling**, chief operating officer. "To call us a publishing company is no longer an adequate description," he added. "We adopted our new name in order to better communicate to the outside world that we are changing and expanding. While we remain committed to trade publishing, our trade show activities already generate a significant part of our revenues. We anticipate that trade magazines and trade shows will be joined by other profitable endeavors in the near future." ❑

COMPUTERWORLD PUBLISHING WINS NEWSPAPER DESIGN AWARD

The art/design department at Computerworld Publishing recently won two awards of excellence from the prestigious Society of Newspaper Design.

The first award was for the first campus edition of*Computerworld* published (Oct. 1988) the second issue will be published within the next two weeks. Specifically, the award was for the cover design of Seymour Chwast, executed under the direction of art director **Nancy Kowal**, and features editor **Glenn Rifkin**.

The second award was for the design of the section in the Macintosh special report published in August of 1988, the award recipients being Kowal and Rifkin once again. ❑

THANKS!

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK

Axel Leblois
Joan Geoghegan
Paul Gillan
and
David Hill

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

IDG WORLD UPDATE

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ANNIVERSARIES

Ten Years
Lloyd S Cohen - IDC

Nine Years
Klemens Paunert - IDG Germany

Eight Years
Maureen Diodati - CW Publishing
Elizabeth Abbott - IDG/P
Ellen Markoff - InfoWorld
Fern Day - IDG/P

Six Years
Herma Kervran - CW France

Four Years
Joseph Matazzoni - Macworld

Three Years
Sally Zahner - PC World
Corinne Paul - CW France
Karen Mclaughlin - IDC
Sharon Baker - IDG CI
Jeffrey G Debalko - InfoWorld
June Bailen Wallach - LINK Resources

Two Years
Janet Ohlsson - InfoWorld
Nancy Whitford - InfoWorld
Lewis McCreary - CIO Publishing
Runhild Estes - Connell Communications
Christian Andersson - CW Sweden
Beth Ann Hill - IDG
Carmen Bryer - IDG/P
Cheryl E Spencer - Macworld
James Pernock - Network World

One Year
Joseph Fatton - CW Publishing
Jill Wood - IDG/P
Emily Burch - PC World
Minta Hackworth - LINK Resources
Noel White - PC World
Robert Frazier - IDG CI

IDG
WORLD
UPDATE
Volume 19, Number 37
October 30, 1989

CN '90 RETURNS TO WASHINGTON, D.C.

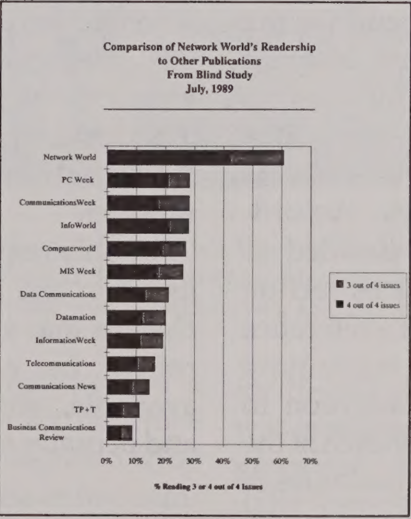
The largest voice, data and telecommunications show in the United States, Communication Networks Conference and Exposition, now in its thirteenth year, will be arriving in Washington, D.C. at the Washington Convention Center February 5-8, 1990.

Over 21,000 attendees are expected to visit CN '90, up from last year's attendance of 19,803. In addition, 400 exhibitors will be on hand to demonstrate their newest product offerings. At CN '89, over 178 new products were announced and that number is expected to increase in the '90 show.

NETWORK WORLD RESUMES #1 POSITION

In an effort to broaden research efforts, a blind survey was conducted in July of *Network World* to see how readers, who were not necessarily subscribers, view the publication.

1,000 subscriber names were chosen on a random basis from the entire *Network World* circulation list. Respondents were asked to evaluate the communications/networking coverage of six publications on a series of ten attributes. *Network World* ranked first on all attribute questions, significantly outscoring competiting publications.



Results revealed that the regular readership score increased, moving from 58% in March of 1989 to 60% in July. The quality and usefulness ratings jumped markedly. Quality ranking increased 11 percentage points, reaching its highest level ever, and the usefulness score went up 10 percentage points.

The respondents' ratings of the overall editorial quality of *Network World* improved dramatically from the previous two studies and set an all-time record high. The percentage of respondents rating *Network World's* editorial quality as "excellent" or "very good" increased from 54% in March, 1989 to 65% in this study.

Network World resumed its #1 position, increasing from an average editorial score of 3.62 to 3.84. ☐

UPDATES SECTION OF MACWORLD ADAPTS TO CHANGES IN MACINTOSH MARKETPLACE

The Updates section that debuted in the Nov. 1986 issue of *Macworld*, is now undergoing an in-depth editorial redesign due to changes in the Macintosh marketplace.

As a result of the vast array of commercially available products in the Macintosh marketplace, it has become increasingly difficult for the average Mac user to keep up with the myriad of changes that occur, let alone to discern which versions are the most current ones. Accordingly, *Macworld* decided to expand the Updates section into even more of a reference tool by including many more programs. In addition to listing features for each of the three-to-nine new releases of top-selling software in every issue, Updates will also start including five basic facts for each of over 250 software packages that will initially be presented in a chart format — hopefuly in time for the March 1990 issue. Macworld plans to increase the total number of products to about 400 by 1991.

The five basic data items to be included in each listing are: 1) which system software the program is compatible with; 2) the minimum amount of RAM required to run the program; 3) whether the version is a key feature, or merely a maintenance, upgrade; 4) when an earlier version of the product was last reviewed in the magazine; and 5) the update cost, if any, to registered owners of the product.

The only requisite to being listed in the new Updates chart is that a product currently be commercially available, shrink-wrapped and actually shipping. ❑

UPDATES

IN THE NEWS:

The market for PC LAN servers is currently expanding and diversifying at a rapid rate according to a report recently published by International Data Corporation (IDC). PC-based systems continue to comprise a large majority of this market with 302,500 units shipped in 1988. The expanded role of UNIX as a network operating system, and the recent appearance of RISC-based processors is broadening the appeal of mini-based systems as PC LAN servers. More than 6,600 mini-based systems deployed as servers by the end of 1988.

"The local area network (LAN) market has undergone precipitous growth in the past two years," notes Rick Villars, senior analyst of IDC's Local Area Network Program. "LAN interface boards are rapidly declining in price, and LAN NOS are in a transistion period between DOS-based systems and multitasking systems, such as OS/2 and UNIX. The network server market provides one of the best views into the metamorphosis of the LAN market." ❑

SPOTLIGHT:

COMPUTERWOCHE EDITORIAL TEAM

(L To R) Sitting - Ulrike Pape, Karin Quack, Michael Wojatzek, Ina Honicke, Beate Kneuse, Peter Gruber, Hermann Gfaller - Standing - Sylvia Sprenger, Miklos Cocron, Manuela Bleimeier, Helga Biesel, Ulf Froitzheim, Maria Wagner, Iris Killinger, Edelgard Hartwig, and Ludwig Brandmeier

Computerwoche, a sister publication of *Computerworld*, is Germany's number one computer publication. Covering the latest developments in hardware, software, peripherals, and supply products, it provides useful information for data processing professionals; including information on new products and services, new techniques, problem-solving methods and commentaries on trends and developments in the computer industry. This week's issue of *IDG World Update* focuses on the hardworking team of *Computerwoche* in Germany.

Dieter Eckbauer, editor-in-chief since the late 1970s, is a dedicated journalist with a nose for computer developments and trends, plus a wide knowledge of the entire computer market.

Executive editors of the networking department **Helga Biesel** and **Claudia Marwede-Dengg**, Ph.D., are also responsible for the role of senior editor, and are members of the extended editorial advisory board. They each have the responsibility for topics, substance and research, as well as training of volunteers and young editors.

Biesel, with the company for 10-1/2 years, previously was employed as a freelance journalist with a Munich daily newspaper, as a lecturer at art-scientific and technical publishing houses, and as editor of a medical publication in Munich. Biesel's educational background includes scientific-mathematical schooling, German Philology and Art History at Munich Univer

CONTINUED ON PAGE 4

SPOTLIGHT...

CONTINUED FROM PAGE 3

DIETER GOKBAUER

sity.

Marwede-Dengg, an avid collector of porcelain and ceramics, is married and the mother of a three-year-old daughter. Before joining the *Computerwoche* team 7 years ago, Marwede-Dengg worked at a PR agency, and as a freelance journalist with the broadcasting company, Bayerische Rundfung. She majored in Communication Studies at Munich University, and attended the German Journalist School in Munich.

Managing editor since 1988, **Miklos Cocron** was born in Hungary, went to school in Sweden, Austria, and Australia, and then studied Fennougric languages, phonetics and the history of South and Southeast Europe in Munich. He is married, has two children, and enjoys playing tennis and bridge in his spare time.

Beate Kneuse, born in Wuppertal (near Cologne), has been with IDG since October 1983. She started her professional career with IDG's *MicroComputerwelt*, a monthly four-color magazine for PC users. In March 1985, Kneuse joined the editorial staff of *Computerwoche* as a staff writer/business editor. She is a specialist in writing chronicals of computer vendors and computer faires, and claims to be interested in intensive contact with computer users. Kneuse's greatest interest is her little dog Rusty, who has become the editorial department mastcot.

Ina Honicke began her professional career with IDG as a volunteer with the business paper *CW-TEAM*. She then joined the editorial staff of *Computerwoche* where she was mainly responsible for taking care of the user inquiries and contributing articles. This year, Honicke was promoted to executive editor of the career department, this department includes areas such as staff qualification and motivation and social gathering of new technologies. Honicke has been wih IDG since January of 1979.

Karin Quack is responsible for the Software & Services" section of Computerwoche. With the company since July of 1986, she holds an M.A. degree in German Literature and Political Science. Quack lives with her tomcat "Chili" and enjoys bodybuilding, stretching, and mountain tours.

Hermann Gfaller serves as an editor in the department of Software and Services, a position he has held since September 1988. Gfaller studied Philosophy, History, and German Literature at the University of Munich. In addition, he completed a course in computer journalism. According to Gfaller, "During leisure time I like to paint or read books and sometimes play with my home computer. But I like most sitting in a beergarden and discuss with friends all the events taking place between heaven and earth."

Since April of 1988, **Peter Gruber** has served as an editor of *Computerwoche*, specializing on networks and communications. States Gruber, "Inspite of the fact that I was born in Canada, a Bavarian heart beats in me — except in one case: When the Canadian hockey team faces the German!" Away from the office, Gruber enjoys the popular German sport of soccer where he plays on three teams.

Upon receiving his Di-

CONTINUED ON PAGE 5

IDG ANNOUNCES A FELLOWSHIP PROGRAM FOR PRODUCTION

We are very pleased to announce another Fellowship Program in our continuing series. The new program for Production will run from December 1, 1989 through November 30, 1990.

This program will deviate slightly from the traditional program in two ways:

1) The Fellow will focus solely on IDG's domestic publications and their production interests.

2) He or she will be responsible for preparing a formal presentation of their research finding to be made at the second annual Domestic Production Directors' meeting. This will include the establishment of an agenda, lining up speakers and coordinating the presentation in conjunction with the Production Chairperson for that meeting.

The topic of research will be "The Reduction of Cost, Time and/or Waste in the Manufacturing Process Using Computer Technology."

The Fellow will be responsible for researching the topic, producing memos, white papers, etc. as a means of disseminating the information to the various IDG divisions on an continual basis, as well as working towards making the formal presentation mentioned above.

It is envisioned that these activities will take approximately one full week per month and candidates must be willing to maintain their own full-time position in addition to handling this assignment.

In addition to a stipend that will be paid directly to the Fellow, all expenses involved in these activities will be borne by IDG Headquarters.

Candidates should, of course, have experience either in a manufacturing/production environment or come from a computer-related position with production background.

The rules are easy. Just send us a memo indicating how you would handle the assignment in terms of organization, establishment of goals and a statement of how these goals might be achieved. We would also like a brief statement from each applicant as to why they think they are the best qualified candidate for the position.

Please send your application no later than November 20 to the selection committee in care of: Walter Boyd, IDG Headquarters, 5 Speen Street, Framingham, MA, 01701.

Human Resources News

NEW POSITIONS THIS WEEK October 30, 1989

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

DATABASE ANALYST (ITI)

Responsibilities include maintaining the accuracy and currency of ITI's U.S. Computer Installation Database. Will also be in charge of checking the validity of existing hardware/software products in the database, research new products in the marketplace, and assist in other code base-related projects. Requires PC experience and industry knowledge.

MARKETING SERVICES MANAGER (IDC/W)

Manage meeting sand conferences including site selection, development of promotional material, speakers, conference materials, pre-register of attenders, and supervision on site. Will write and produce marketing materials such as facts sheets, biographies, report promotions, and press releases. Develop and maintain prospect lists of federal vendors, commercial users, and vertical industry targets. Identify and pursue opportunities for promotion of company, research staff and products, assist with market research projects, all projects to be completed within budget.

FEDERAL MARKET ANALYST (IDC/W)

Responsible for the development of profiles of Government Agencies and Government automatic data processing (ADPE) and telecommunications equipment and services needs. Will collect, analyze and develop profiles of Federal ADP and Telecommunications equipment and services marketplace, market size and vendor market share information. Requires a Technical or Marketing Degree, Masters Degree preferred, 10 years Federal voice and data telecommunications marketplace experience, preferably in marketing support or sales, good public speaking and writing skills, as well as the ability to perform original market research.

PROGRAM MANAGER (IDC/W)

Will oversee the day to day operation of the program, write focused bulletins on specific topics of current interest, contribute to quarterly research reports, respond to telephone inquiries from clients, present current research topics at conferences and meetings, and support sales efforts by explaining program value to prospects. Requires at least five years experience in information technology and strong verbal and writing skills.

WEST COAST CORRESPONDENT (NWW)

Responsibile for preparing business and technology oriented news stories on the use of voice/data communications technology by major U.S. corporations. Requires at least one year professional reporting experience, preferably with a focus on business.

Job Opportunities Revised: October 30, 1989

Division	Title	*Publication* / Location	Contact Manager	Phone
IDG	Bookkeeper	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Travel Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	S. Perry	(508)935-4407
IDG	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Asst.Credit Mgr.	Framingham, MA	S. Perry	(508)935-4407
IDG	Account Rep. (2)	Framingham, MA	S. Perry	(508)935-4407
IDGCI	Customer Serv./Order Proc.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Admin. Assistant (MSG) P/T	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Sr. Account Exec.	Framingham, MA	S. Perry	(508)935-4407
ITI	Account Executive	Framingham, MA	S. Perry	(508)935-4407
ITI	Database Analyst	Framingham, MA	S. Perry	(508)935-4407
IDC	Quickserv Interviewers P/T	Framingham, MA	H. Klein	(508)872-8200
IDC	Program Manager	Framingham, MA	M. Leary	(508)935-4720
IDC	Senior Analyst	Framingham, MA	M. Kahn	(508)935-4010
IDC	Research Analyst	Framingham, MA	D. Cord	(508)935-4250
IDC	Program Manager	Framingham, MA	R. Segal	(508)935-4321
IDC	Admin. Assistant	Framingham, MA	R. Tasker	(508)935-4370
IDC	Account Exec.	California Area	D. Best	(201)632-9222
IDC/WA	Director of Research	Washington, DC	M. Young	(703)893-0833
IDC/WA	Marketing Serv. Mgr.	Washington, DC	M. Kirchnev	(703)893-0833
IDC/WA	Federal Market Analyst	Washington, DC	R. Shultz	(703)893-0833
DC/WA	Program Manager	Washington, DC	M. Goldstein	(703)893-0833
CWPI	Sales Assistant	Natick, MA	A. Longley	(508)879-0700
CWPI	Senior Writer	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Regional Mgr./Class. Ad.	Paramus, NJ	J. Corrigan	(508)879-0700
CWPI	Senior PC Sup. Spec.	Framingham, MA	J. Watson	(508)879-0700
NWW	Correspondent	*Network World*, Framingham, MA	S. Breidenbach	(508)879-0700
FCW	Asst. to President/Pub.	Falls Church, VA	S. Woit	(703)876-5100
IDGC/P	Marketing Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Assistant Art Director	*Mon.Cust.Pub*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Managing Editor	*Port. Comput.*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Art Director	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Managing Editor	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDGC/P	Editorial Assistant	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDGC/P	Admin. Assistant	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IFW	PC Test Technicians	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
MAC	Asst. Art Director	*Macworld*, San Francisco, CA	J. Hoffman	(415)243-0505

MAC	Design Associate	*Macworld*, San Francisco, CA	L. Borton	(415)243-0505
MAC	Asst. AD Director	*Macworld*, San Francisco, CA	P. Navone	(415)243-0505
MAC	Project Coordinator	*Macworld*, San Francisco, CA	G. Rocchio	(415)243-0505
PUB	Catalog/Class. Acct. Mgr.	*Publish!*, San Francisco, CA	L. Backus	(415)546-7722
PCW	Associate Editor	*PC World*, San Francisco, CA	E. Bott	(415)546-7722
PCW	Sr. Design Assoc./Editorial	*PC World*, San Francisco, CA	C. Sternberg	(415)546-7722
PCW	Admin. Assistant	*PC World*, San Francisco, CA	N. Wood	(415)546-7722
PCW	Typesetter	*PC World*, San Francisco, CA	E. Hennet	(415)546-7722

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI NWW	Susan Perry / Mary Cornetta (508) 875-5000
IDC/IDCW/CIO/FCW DN	Elaine Ouellette / Susan Bitterli (508) 872-8200
CW	Barry Coughlin/Pam Caplin (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Holbrook (415) 546-7722
Job Hotline (PCW)	(415) 978-3100
InfoWorld	Marcia Mason (415) 328-4602

SPOTLIGHT...

polma from Computer Aided Design Engineer in Munich, **Ludwig Brandmeier** worked for *Markt & Technik* for two years. In January of 1989, Brandmeier joined the team of *Computerwoche* as staff writer where he is responsible for "everything CAD and CAE." His greatest interest is rock n' roll music. **Michael Wojatzek** joined *Computerwoche* in 1988 and covers all topics concerning PCs, peripherals, and big computer systems. Born in Munich, he studied at the University where he received a degree in Journalism. Prior to joining the editorial staff at *Computerwoche*, Wojatzek worked as a freelance journalists for various newspapers, radio, and television. His hobbies include watching television and reading crime-novels.

Freelance writer for the Hardware section of *Computerwoche* since 1988 is **Martin Weinert**. Weinert came from Hamburg, Germany to study Business-Economics at the University of Munich. Residing in Munich, he misses his favorite sport of sailing in the northsea, but claims "drinking a lot of north German beer reminds me of home."

Editorial assistant **Ulrike Pape** serves as Head of the Secretary's Office and personal assistant to the editor-in-chief. She is responsible for organizing and handling all administrative work within the editorial office. She also assists with translations of IDG Newservice stories. "This is a very challenging job," states Pape, "because work is very people-oriented. Each day is different—you live in the fast lane." Prior to joining *Computerwoche*, Pape studied English, French, and German philology at Bonn University. She also worked as a secretary with consultant engineers, as a software trainer, and authored a manual with a software vendor. In her spare time, Pape enjoys books, gardening, and the USA.

Manuela Bleimeier acts as editorial secretary for the department. In addition to secretarial work, a key part of Bleimeier's job is to revise the IDG News from the Newservice, copy important articles from newspapers for editors and staff writers, and answer readers' questions. Prior to joining IDG in October 1988, Bleimeier was employed as a secretary in a lawyer's office. She is fond of Italy, going to movies, playing the piano, squash, and reading.

Secretary for *Computerwoche* since 1982, **Edelgard Hartwig** is responsible for particulars of authors, prompt payment of honorariums, typing, and all kinds of inquiries. Hartwig previously worked for an export department of a factory for analytical balances and chemical filters, and later in an institute of a nuclear reactor. Her educational background is in the field of interpretation, and she enjoys reading, listening to music, and taking pictures in her leisure.

Iris Killinger, born in Traunstein, Bavaria, has been with IDG since 1979 working as a part-time secretary in the editorial department of *Computewoche*. Killinger's main hobby is travelling around the world.

Maria Wagner has been with *Computerwoche* since 1985, working part-time until 1987 to complete her studies in Sociology at Munich University. As editorial assistant, she works in the *Computerwoche* archives where her main responsibility is to keep the full-text archive up to date. In addition, she handles readers' inquiries. Leisure activities for Wagner include sailing and yoga.

Another member of the *Computerwoche* editorial department is **Sylvia Sprenger**. Sprenger joined the team in February, 1988, as a trainee. ☐

THANKS!

THE *IDG WORLD UPDATE* WOULD LIKE TO THANK

John Gallant
Computerwoche
Walter Boyd
Bonnie Mackeil

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

IDG WORLD UPDATE

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Jacqueline Thompson - IDG/P
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Margaret Dorvee - InfoWorld
Susan Fillhouer - InfoWorld
Peter Mirsky - IDC
Regina Twiss - Digital News
Leslie Price - IDG
Thalia Ohara - PC World
Heidi Thomas - IDG/P
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Kathleen M Collins - IDC
Michael Goldstein - IDC
David Thwaites - IDG/C Australia
Emmanuel Alexandre - CW France
J William Day - Financial Services
Meghan O'Leary - CIO Publishing
Martin Angel - CW London
Deborah Butler - IDG
Annette Johnson - Network World

Debbie
Some notes below —
Pat

Debbie
lots of good stories in this issue
Congratulations!
Pat

IDG
WORLD
UPDATE
Volume 20, Number 2 December 4, 1989

UPCOMING HIGHLIGHTS:

☐ *Network World Unveils LAN Test Series*

☐ *Publish! Readers' Choice Awards*

use for stories of the week

upcoming notes should be on last page

This is too narrow to easily read

move picture to one column

use type for other column

THE WHOLE WORLD IN ONE TENT

SYSTEMS FAIR PARTY: A SUCCESS FOR IDG/C GERMANY

Would you believe someone if he told you about **Patrick McGovern** standing on top of a five-meter-high steel structure, illuminated by several pink colored spotlights, performing a speech in the German language?

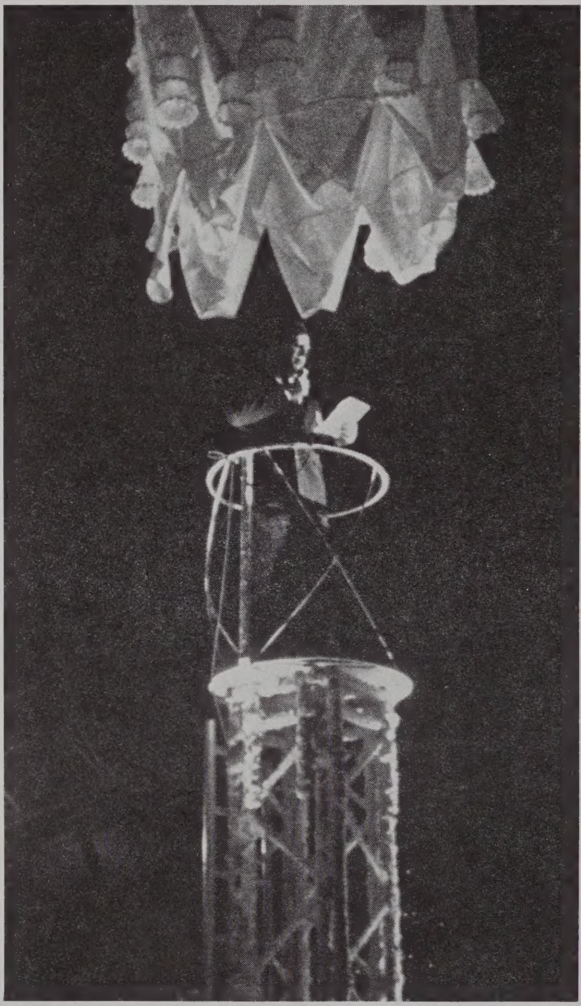
You ought to, as he actually did it when joining the traditional SYSTEMS '89 fair party on October 16, organized by the IDG Communications Verlag AG in Munich.

It is known by nearly all visitors of the SYSTEMS '89 computer fair that IDG Communications always organizes a grand party on the first evening of the show. This year, IDG Germany celebrated in an authentic circus tent located in the Munich

Pat McGovern greets advertising clients at the IDG/C Verlag circus party. Pat greets Dieter Jakat, president of Nomina AG, a leading software industry executive in Germany

CONTINUED ON PAGE 2

THE WHOLE WORLD IN ONE TENT



Pat McGovern Stands atop the Trapeze Tower

Olympia Park, near the stadium where the Summer Olympics took place in 1972.

The party started at 7:00 P.M., just after closing time of the SYSTEMS '89 show. The guests were welcomed at the entrance by a Russian balalaika ensemble show. In the tent itself, two bands were playing an enormous variety of music, as the motto of the evening was, "The Whole World In One Tent!" One thousand, five-hundred guests were expected; nearly 2,000 came.

The superior voice of this evening was that of **Shirley Kohn**, IDG account manager during the day. Hearing her voice is not different from hearing Shirley Bassey. Our Shirley performs with the Monaco Royal Band and is always the star of the IDG parties.

At 8:00 P.M. sharp, **Eckhard Utpadel**, vice president of Central Europe and head of IDG Communications Verlag AG, said a few words to the guests. Meanwhile, Pat McGovern went under cover. Not visible to the public, he climbed a five-meter-high steel construction , which is usually used as the platform for special dance shows. He waited on top of the construction, hidden by a cone-shaped cover made out of cloth, until Utpadel introduced him to the guests.

Within seconds, pink spotlights from all directions shone on the cloth, the cover lifted, McGovern appeared, and started to speak to the guests—in actual German language! People were stunned and surprised, and they applauded wildly. What a show!

According to the motto of the evening, you could find a wide arrangement of foods. Russian blinis, tiny little spring rolls from Vietnam, Chinese rice, and a large assortment of French cheeses. As for the drinks, here you could choose between Bavarian draught beer, red and white wine, or champagne. One of the four different bars was decorated as a cage. Most of the guests were seen in this room at the end of the party.

And on went the show. The Chriscats started their breathtaking trapeze act—without a net underneath!

Half an hour later, things went Middle Eastern. A beautiful Arabian girl performed a mind-dazzling belly dance. Her name is Christina, and during the day she works in the library of Siemens in Munich.

Later at night, King Kong appeared in the circus tent looking for a woman. He found Simone Fiedler, who works in the advertising de-

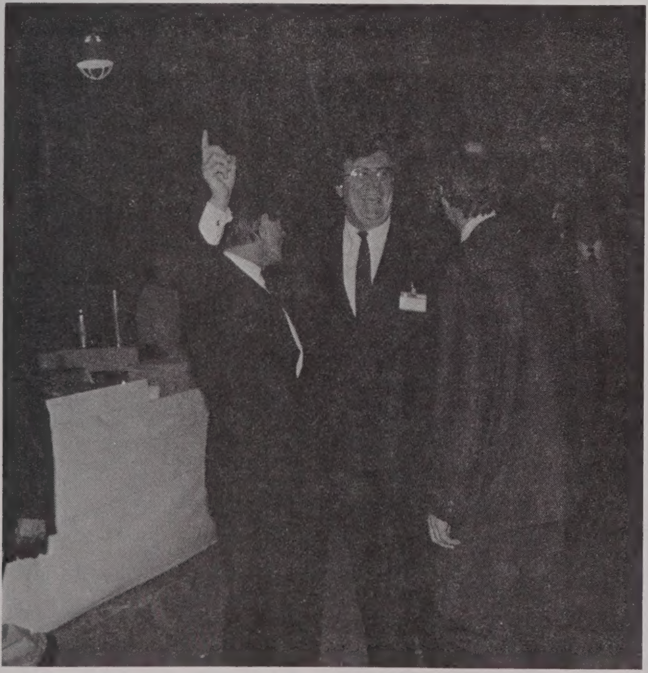
CONTINUED ON PAGE 3

THE WHOLE WORLD IN ONE TENT...

SHIRLEY KOHN PERFORMING

partment of *Computerwoche*. But instead of kidnapping her, he stole the issue of *Computerwoche* Simone was reading.

After all that excitement, people moved towards the Russian section to view the Balalaika ensemble, Kalinka, playing as if they were in a little tavern in Leningrad. Without warning, the guests were surprised by a totally new form of "Gorbamania." A young girl from Berlin, named The Rose performed as Mikhail Gorbachev in a show she developed just for the nights occasion. She performed a striptease, bending her body like a snake, and smoked a cigarette with her feet crossed behind her head It was roughly 2:00 A.M. when the last guests left the magnificent circus tent. ❑



ECKHARD UTPADEL POINTS TO THE TOP OF THE TRAPEZE TOWER WHERE HE WISHES PAT MCGOVERN TO STAND TO GREET THE CROWD

CIO WINS OZZIE AWARD

CIO has recently won an Ozzie Award for Design Excellence. The Ozzies, sponsored by *Magazine Design & Production*, were awarded in September and are featured in the November issue of *Magazine Design & Production*.

The January 1989 issue of *CIO* was cited for the Bronze Award for Best Overall Design, New Trade (under 100,000 circulation).

Winners were chosen from over 1,100 entries from across the U.S. and Canada. Entries were screened, reviewed and evaluated by a nationwide panel of judges comprised of magazine design professionals.

The entire staff of *CIO* was presented with a commemorative award plaque which now hangs proudly in Publisher **Joe Levy's** office.

CIO
THE MAGAZINE FOR INFORMATION EXECUTIVES
A CIM SPECIAL ISSUE
BLOOD, SWEAT AND GEARS

This is irrelevant to purpose of Update—available elsewhere for interested people.

~~NEWS FOR FREQUENT TRAVELERS . . .~~

~~TWA will spend $40 million annually to upgrade its Royal Ambassador first-class and Ambassador business-class service. Inflight staff has increased, as well as the number of business-class seats. TWA Frequent Flight members are entitled to an unlimited number of free upgrades to Ambassador class after earning 30,000 miles, or four transatlantic roundtrips, in a year's time.~~

~~Iberia Airlines has raised the price of its Visit Spain Airpass to $249, the first increase in five years. The Airpass, purchased in the United States, allows unlimited air travel between 30 destinations in mainland Spain, the Balearic Islands, and Spanish Morocco. Tickets must be bought in conjunction with a transatlantic ticket to Spain, with at least the eastbound portion on Iberia.~~

~~Alaska Airlines is offering football packages to all Seattle Seahawks and University of Washington Huskies games. Packages include round trip airfare, hotel accommodations, airport transfers, and game tickets.~~

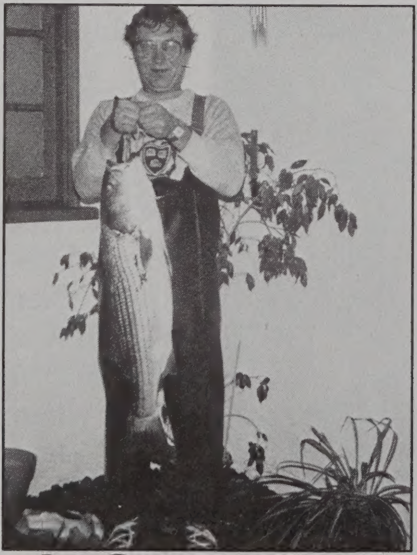
~~MileagePlus members get access to 1,250 private clubs. Members can exercise for a small usage fee at more than 1,100 health and tennis clubs in 300 cities worldwide.~~

~~USAir's merger brings a new corporate design to the fleet. The polished silver aircraft with blue and red logo design will be added gradually, as it will take more than two years to repaint the 428-jet fleet. In other news, the airline has added 18 new flights at Philadelphia, including routes to San Juan, Nassau, and Sarasota. A flight to Bermuda was introduced September 15. In bonus news, Hilton Hotels and Resorts joined USAir's Frequent Traveler program. Members can earn 500 miles per stay when paying standard or corporate rates at 240 participating hotels.~~ ☐

CATCH OF THE DAY

It was an abundance of good fortune: a freezer full of striped bass, but nowhere to put the next one. After catching stripers weighing 11 and 25 pounds in two weeks, Len Grzanka, Northern California bureau chief for *Digital News*, had a problem. Together with Nancy Kelly, news editor, and Charley Babcock, editor, they came up with a solution. Ship the next onto *Digital News'* Boston headquarters so the entire staff can enjoy a rare treat.

"This was a really novel thing to do," Babcock said. "It offered a great opportunity to get the staff together and enjoy a gift from our west coast office. It's a real delicacy—it's hard to get striped bass on the east coast."



LEN GRZANKA HOLDS THE "ONE THAT GOT AWAY!"

On September 10, Grzanka struck again. This time he caught an 18 pound fish while surf casting from San Francisco's Ocean Beach. He packed the fish in ice and sent it via American Airlines to Boston. Scheduled to arrive at 9:00 a.m. Monday morning, Babcock sent a cab to the airport. However, the cab never returned and the fish were "missing in action." Efforts to find the fish became frustrating, and even

CONTINUED ON PAGE 5

NEW INTERNATIONAL NETWORK SECTION

Beginning with the December 18 issue of *Network World*, a new International Networks section will be introduced.

This section will cover the news, trends and issues affecting U.S.-based organizations operating international networks.

The section is intended to help us provide readers, many of whom operate or are building global networks, with a steady stream of information in this increasingly important area. It will enable *Network World* to keep readers abreast of the major changes taking place abroad, and the pitfalls and opportunities that accompany these changes. ❑

CATCH OF THE DAY...

CONTINUED FROM PAGE 4

Global Assist, thinking this could be material for a commercial, couldn't tail the fish.

Just when an air of disappointment began to hang over DN's Boston office, another one permeated the offices at American Airlines. The now found fish had gone afoul. "Next time, Babcock stated, "We'll use Federal Express!"

Len Grzanka holds up the 18-pound, 36-inch striper which never arrived in Boston. ❑

STRIVING FOR EXCELLENCE

The reorganization of the IDG warehouse in Framingham, MA has been completed. A computerized inventory system is now up and running for all warehouse inventory information. **Lucy Sheehan**, executive assistant to the vice-president of finance, was responsible for contracting Hayden Enterprises, an archive consultant agency, that conceptualized and arranged the warehouse.

Completed in two months, the warehouse now has a running inventory on a records management report. This system enables materials to be found quickly and efficiently. Employees are able to view by box, company and storage number, providing hands-on accessibility, easy retrieval, and time and cost efficiency. ❑

The Old VS. The New

IN THE NEWS

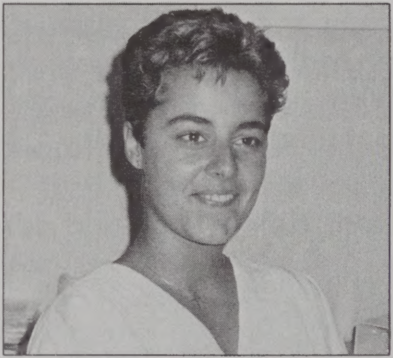
The 1988 worldwide Unix systems market is valued at $11.6 billion, or 9% of the world's total systems market. According to a report recently published by International Data Corp (IDC), the U.S. consumed the largest share (44%) of all Unix systems sold worldwide.

"Small minicomputers comprise the largest segment of worldwide Unix systems revenues," reports **Maggie Konner**, senior analyst with IDC's Unix Program. "However, workstations are growing faster, and will soon take the lead." ❑

SPOTLIGHT: IDG NETHERLANDS

IDG Communications in Amsterdam are publishers of *Computerworld Netherlands* and *PC World Benelux*. As a continuation, this week's spotlight will focus on the editorial and sales staffs.

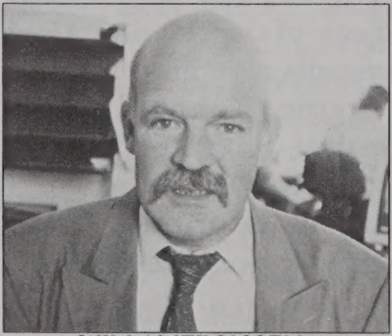
Editorial Staff



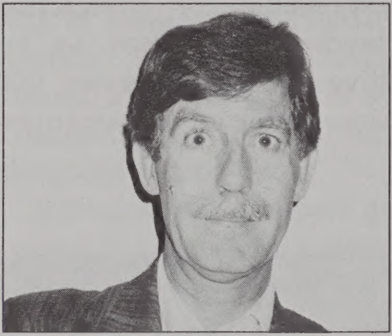
ALEXANDRA VAN AALST

'Nerve centre' **Alexandra van Aalst**, with the company since the beginning of 1988, serves as Secretary to both the *Computerworld* and *PC World* editorial staff. In addition to administrative duties, Alex is also responsible for all graphic designs and charts in the *Computerworld Netherlands* publication.

Wim Amerongen gave up his freelance activities in order to join the *Computerworld* editorial team last April. Amerongen is a well-known senior editor who has specialized on different segments in the information technology industry, as well as contributing articles for several prominent trade papers.



WIM AMERONGEN

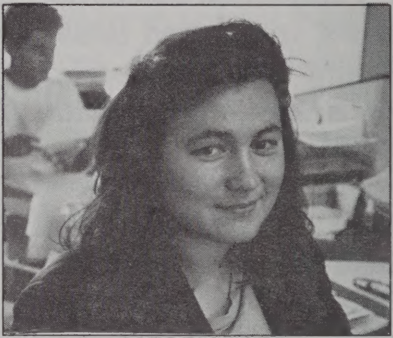


NICO BAAIJENS

If you want to be informed about topics on the personal computer, just ask **Nico Baaijens**, *PC World*'s editor-in-chief since its launch in 1984. Baaijens is the author of several successful books on the PC in The Netherlands.

ELS BOONEN

Junior editor for *Computerworld*, **Els Boonen**, is responsible for the standard *Computerworld* columns. A recent addition to the team, Boonen works hard with the assistance of her colleagues to ensure she is developing professionally.



IGEDEN BOER

Inge den Boer serves as junior managing editor. According to co-workers, "Inge has already won her spurs at *Computerworld* in the half year that she has worked for IDG. Although she just moved into her new house in Amsterdam, Inge managed to master some very exciting challenges at the same time."

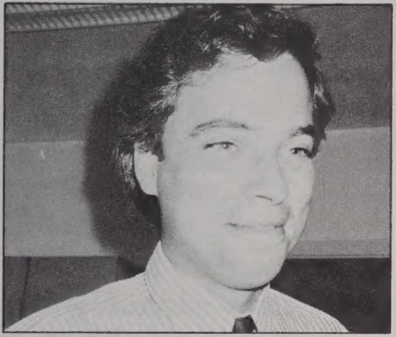
WILLEM KOOLE

For almost six years, **Willem Koole** has held the title of editor-in-chief for *Computerworld*, being involved with all editorial af-

CONTINUED ON PAGE 7

SPOTLIGHT: IDG NETHERLANDS

fairs. If Koole finds the spare time, he enjoys sailing on his boat on the Dutch lakes and across the seas to foreign countries.

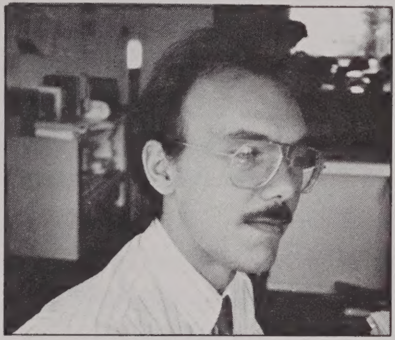


KOOS DELANGE

Before joining the *Computerworld* editorial staff in September 1988, senior editor **Koos de Lange** was already famous and notorious. Always "on top of the news" and searching for scoops, Lange makes life very tough for people in the industry who don't want news to leak out. He also contributes valuable articles for *PC World*.

MAYA TIMMER

Managing editor for *PC World*, **Maya Timmer** joined IDG at the beginning of 1986. Previously a journalist in the IT industry, Timmer's gathered knowledge of automation enables her to apply her skills for both *PC World* and *Computerworld*.



TIM DEVOGEL

Only a few people had heard of him, but since the end of 1987 **Tim de Vogel** started to make a name in the IT industry when he began working on *Computerworld*'s editorial staff as a senior editor. Vogel was promoted to deputy editor-in-chief for *Computerworld Netherlands* at the beginning of this year. On top of that good fortune, he became a father for the second time.

Sales Staff

HANS BODDEKE

He came straight from the Amsterdam Stock Exchange, but since **Hans Boddeke** joined the sales force of *Computerworld* almost one year ago, he got wrapped up with selling recruitment ads. "He might not hold the highest rank, but measuring 6'5" he is certainly the highest employee," comments a co-worker. In his spare time, Hans is a very enthusiastic rower — an activity he has enjoyed for years.

MARTIJN JES

The latest addition to the sales force is **Martijn Jes**. As a junior sales representative, he is developing his commercial skills with the assistance of his colleagues.

Previously busy selling ads for *PC World*, senior sales executive **Gerrit Klanderman** is now committed to the *Computerworld* specials. "You can never have any doubt about knowing Gerrit — if you've heard him laugh

CONTINUED ON PAGE 8

SPOTLIGHT...

CONTINUED FROM PAGE 7

GERRIT KLANDERMAN

HARM OLJANS

ADJO POORTER

once, you'll never forget it!," say his co-workers.

Once an employee of one of the largest publishing companies in The Netherlands, **Harm Oljans** found his challenge in joining the IDG sales force about a year ago. Known as the "new account chaser" for *PC World*, Oljans is an enthusiastic car racer as well.

Adjo Poorter used to be employed with one of the largest IDG competitors for many years before he joined the Amsterdam team as a senior sales executive. It seems it was a sensible decision, as Poorter celebrated his fifth IDG anniversary! A first-time father, Poorter has a beautiful daughter named Laura. ❑

People

New Appointment

Network World has appointed **Salvatore Salamone** as the new features writer. He comes to *Network World* from the fiber optics journal, *Lightwave*, where he was associate editor. He previously worked as an associate editor at both *High Technology* magazine and the trade journal *Plastics World*. He graduated from Boston College with a B.S. and a Masters degree in physics.

New Appointment

Network World announces that **Barton Crockett** will be taking over management of the new International Networks section.

Crockett has a strong interest in international coverage and has exhibited an understanding of the key issues and problems facing U.S. companies building and operating international networks. Based on his work with the Management Strategies section, the staff at *Network World* is encouraged that Crockett can make this new venture successful.

Crockett will take over his new position as soon as a Management Strategies section editor is appointed. That position has been posted and will be filled as soon as possible.

If you have any story ideas of information on sources and contacts in the international arena, Crockett will appreciate the help. ❑

not until JAN 1, 1990

CHANGE OF ADDRESS/INFORMATION

IDG INTERNATIONAL MARKETING SERVICES
Business Office
Mailing Address
187 Oaks Road P.O. Box 9171
Framingham, MA 01701
Framingham, MA 01701
Telephone: (508) 879-0700
Telefax: (508) 820-1639
Telex: 910 250 2620

E-Mail
CWCI.F/CUTITTA
CWCI.M/LINDSEY
CWCI.S/MERCHANT
CWCI.M/RONDEAU

A REMINDER:
The IMS/West Coast office in San Francisco is closed. Please forward all correspondence to the above locations.

New Addresses:

IDG Research Services
P.O. Box 9151
Framingham, MA 01701

IDG List Rental
P.O. Box 9151
Framingham, MA 01701

IDG World Expo
P.O. Box 9151
Framingham, MA 01701
9151
Telephone: (508) 879-0700
Fax number: (508) 653-6155

Conference Management Group
111 Speen Street
P.O. Box 9107
Framingham, MA 01701

Network World
161 Worcester Road
P.O. Box 9172
Fifth Floor
Framingham, MA 01701

As of October 18, 1989, IDC Financial Services Corporation no longer uses the IDC e-mail account. If you need to send an e-mail to anyone in IDC Financial Services, the e-mail boxes are as follows:

FINL.C/GRECO
FINL.F/GENS
FINL.J/DESOUZA
FINL.NAGEL
FINL.J/KRAMER
FINL.C/PEACOCK
FINL.LEBLANC
FINL.E/LOUGHLIN
FINL.B/CALLEGARI
FINL.FSC/UK
FINL.FSC/US

If you have any questions, please feel free to contact Janet Sparre. She can be reached through E-Mail (FINL.FSC/US) or you can call Janet at (508) 935-4649.

Please be advised that the telephone and facsimile numbers for the CW Spain office have been changed.

The new telephone number is 011-34-1-319-4014. The new fax number is 011-34-1-319-6104.

Paramus (NJ) Regional Office
Mack Center 1
365 West Passaic Street
Rochelle Park, NJ 07662
Same Telephone/FAX numbers

Natick Regional Office
4 Chrysler Road
Natick, MA 01760
Same Telephone/FAX numbers

NOTE: CW Sales Staff will remain at the old Natick Sales Office location of 190 North Main Street.

Effective on November 28, the following changes in office locations will take place:

Palo Alto Regional Office
2083 Landings Drive
Mountain View, CA 94043
Same Telephone/FAX numbers

NOTE: The address is for Digital News, IDC and Network World only. All IDG/Peterborough personnel formerly in Palo Alto will be moving to the GamePro office in Redwood City. ☐

THANKS!

THE IDG WORLD UPDATE WOULD LIKE TO THANK

Frank Kemper
Tina Oelschlaeger
CW Germany
and
Pam Werdler
IDG Netherlands

FOR THEIR CONTRIBUTIONS TO THIS ISSUE.

IDG WORLD UPDATE

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IDG World Update is published weekly for the employees of International Data Group. Update encourages participation from employees. Please address all correspondence to: *IDG World Update*, International Data Group, 5 Speen Street, Framingham, MA 01701, USA. Telephone: 508-875-5000; Telex 95-11-66-651; Fax: 508-875-5981; Ontyme mailbox: IDG.D/Butler. Or contact Carol Famosi's Ontyme mailbox: IDG.C/Famosi.

ANNIVERSARIES

Eleven Years
Rita Rivard - IDG/P

Seven Years
Craig Pierce - IDG CI
Darinka Bratuscha - IDG Germany
James Warmack - LINK Resources
Rita Gregersen - IDG Denmark
Harold Bjornsen - IDG/P

Five Years
Lisa Whittemore - CW Publishing
Maureen Carter-Hanley - CW Publishing

Four Years
Marianne Khoubesserian - CW France
Jerry Borrell - Macworld
Diane Deflorio - IDC

Three Years
Linda Barrett - IDG/P
Fritz Landmann - CW Publishing
Stephen Lawton - Digital News
Adel Labib - ITI
Barbara Tannenbaum - Macworld
Joanne McQuaid - Network World
Jake Widman - ITI

Two Years
Sarah Knight - CW London
Janice Morrissey - Digital News
Michelle Chase - IDG
Patricia Flanagan - IDG/P
Edward Bott - PC World
Jeffrey Oterson - PC World
Fabrice Estienne - CW France
Gerrit Klanderman - CWCI Netherlands
Karin Lorenz - CW Publishing
David Veale - IDG/P
Jo Ann Villalobos - PC World
Michael Marchant - Digital News

One Years
Theresa Tai - IDC
Ronald Copeland - InfoWorld
Harvey Diamond - PC World
Ron Evangelista - PC World
Lee Levitt - IDC
John Rousseau - IDG/P
Vickie White Matus - LINK Resources
John Grogan - Publish!
Claire Molly Chua - CW Asia

IDG WORLD UPDATE

Volume 20, Number 4

December 18, 1989

Axel Leblois Named Chairman of International Data Corporation

Setting Direction for the Computer Industry in the 1990’s

Patrick J. McGovern, founder and chairman of International Data Group (IDG), has announced the appointment of **Axel Leblois** as chairman of International Data Corporation (IDC). IDC provides comprehensive analysis of the worldwide information technology industry.

As chairman of IDC, Leblois will direct strategic planning, including the company's continued worldwide expansion during the 1990s. Leblois, 41, previously served as the president and CEO of IDG Communications. As the senior executive at IDG Communications he was in charge of 40 international business units which publish more than 120 computer-related newspapers and magazines worldwide.

"Axel has been a key contributor to IDG's rapid global growth since 1983 when he joined the company as president of the French publishing group," stated McGovern. "His commitment to information technology is based on his vast knowledge of global market needs and his comprehensive understanding of the industry."

AXEL LEBLOIS

Leblois' career as a publisher began in France when, at age 26, he was appointed publisher of C.E.P's Transport Actualities. Following this appointment, he published many key titles for the Companie Européenne de Publications, the largest publisher of trade magazines in continental Europe. Leblois later worked with Russell Reynolds, a leading international recruitment firm, as associate partner and vice president. At Russell Reynolds he specialized in senior appointments for high-tech companies. Leblois joined IDC's sister company, IDG Communications, in 1983 and was appointed vice chairman of IDG this past year.

CONTINUED ON PAGE 2

SETTING DIRECTION FOR THE COMPUTER INDUSTRY IN THE 1990'S...

CONTINUED FROM PAGE 1

Leblois' education includes a Diploma in Economics from the Ecole Nationale des Sciences Politiques, a Licence de Philosophie from the University of Paris, and an M.B.A. from INSEAD in Fontainebleau, France where he developed his expertise in financial management and international business.

Leblois succeeds **Thomas Swithenbank** as IDC's top executive. Swithenbank, who had previously held executive positions at several computer firms, resigned as IDC's president to assume an executive position at a Massachusetts high-tech company.

"Tom has done an outstanding job in laying a solid foundation for IDC as we face the exciting challenges of the 90s," remarked McGovern. "Tom earned company-wide respect for his ability to work with colleagues and fellow employees. His policies ensure that IDC will continue its commitment to provide the most outstanding market analysis and customer service in the industry under the new leadership of Axel Leblois."

Assuming his new role, Leblois will concentrate on managing the tremendous growth which is expected for IDC. He wishes to maintain and enhance the companies leadership position through the 90s. Leblois commented, "We expect computer industry revenue to grow from $325 million in 1990 to $1.23 billion by the year 2,000.

Leblois strongly believes that by the year 2000, IDC will be a very different company. Market research and analysis will be boosted by the remarkable worldwide growth of this dynamic industry.

In order to enhance IDC's market share, Leblois' short-term goal is aimed at setting a precise user strategy for the first half of 1990. On the research side, private vendors distributing information to user communities will be emphasized. Competitive market share analysis will allow clients a look at the field for both the vendor and user markets. Leblois feels that IDC U.S. is well positioned for 1990, and he will be placing a strong emphasis on the international advantages for the first half of 1990. He hopes that IDC Europe will become one of our strongest market units this year.

Leblois will also be building stronger synergies between IDC and IDG. He wants to build an IDC that boasts a true unification of companies worldwide, where IDC can share facts and intelligence and utilize the vast amount of information across countries. He feels this is the key to a successful decade.

" IDC in the 90s will be a selection of the brightest and best motivated people in order to become total leaders.," Leblois said.

Leblois will still maintain his title with IDG as vice chairman so he will still participate as an executive committee member, and aid in the strategy, planning and investing for IDG.

When asked how his new position feels, Leblois exclaimed, "Terrific. It just feels terrific!" ❑

IDC
25
Y·E·A·R·S
ANSWERS FOR THE
INFORMATION AGE

Human Resources News

NEW POSITIONS THIS WEEK December 18, 1989

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

CORPORATE HUMAN RESOURCE MANAGER (IDG)

This position reports to the Corporate Director of Human Resources and will be responsible for managing IDG employee benefit programs and developing employee communication materials. Will also be responsible for integrating the Human Resource Information Systems (HRIS) with payroll system. Requires the ability to manage multiple projects, write well, and present complicated information clearly and succinctly. Generalist HR experience with emphasis on benefit management and communications is required.

SENIOR CONSULTANT (IDC)

Responsible for completing all small and large projects, delivering pieces for final delivery, writing drafts of surveys and instruments, assisting in proposal documents, conducting research (interviews, library work, and use survey data), writing final reports, and preparing and executing presentations. Requires thoughtful analysis, good communication skills, and the ability to write and present to a client service perspective. Prior market research/ industry analysis as well as MBA, and computer industry experience are a plus.

WEST COAST CORRESPONDENT (CW)

Will work closely with Silicon Valley vendors to cover implementation and use of computer systems in large corporations. Major responsibilities include reporting, writing, and covering specific areas as assigned. Requires a bachelors degree, preferably English or Journalism, and one to two years of reporting experience. A familiarization with computer technology is a plus.

SENIOR WRITER (IFW)

Will gather news, cultivate sources, write and report on microcomputer products and the microcomputer user community. Responsible for news, features, and keeping up with industry trends. Technical knowledge of desk top publishing and computer graphics software a plus. Requires three years experience on daily newspaper or computer industry publication and ability to meet strict deadlines.

ASSOCIATE ART DIRECTOR (IFW)

Will assist the art director with the development of art concepts and design. Works with editors to develop concepts for feature articles and freelance illustrators and photographers. Designs and executes charts and informational graphics using Macintosh computers or ATEX; designs and executes page layouts and illustrations. Requires a minimum of two years magazine or newspaper design experience and knowledge of 4-color mechanicals production, prior typesetting and Macintosh experience is helpful.

INDUSTRY EDITOR (IFW)

Will be responsible for InfoWorlds's industry news section, writes and edits industry and financial news relating to microcomputers. Requires three years experience on daily newspaper or computer industry publication and ability to meet strict deadlines.

NORTHWEST REGIONAL SALES MANAGER (DNP)

Responsible for all sales activity, and performance against company sales budgets in assigned regions, supervises all junior and/or support staff, provides management information as required, forecasts, performs within sales budgets and regional sales activities, prioritizes regional requirements for DN resources, and plans monthly, quarterly, and annual campaign sales, contracts ad agreements and potential sales interests in DN product developments.

SOUTHWEST REGIONAL SALES MANAGER (DNP)
Responsible for all sales activity, and performance against company sales budgets in assigned regions, supervises all junior and/or support staff, provides management information as required, forecasts, performs within sales budgets and regional sales activities, prioritizes regional requirements for DN resources, and plans monthly, quarterly, and annual campaign sales, contracts ad agreements and potential sales interests in DN product developments.

SECRETARY/RECEPTIONIST (IDG)
Responsibilities will be mainly secretarial with phone coverage for the overflow from the main switchboard, and direct contact with visiting clients and employees. Requires a detail oriented candidate with good communication skills and typing skills of at least 45 w.p.m and some word processing knowledge.

For more detailed information on these job openings, please contact the Human Resource Manager of the respective division:

IDG/IDGCI/WEC/ITI NWW	Susan Perry / Mary Cornetta (508) 875-5000
IDC/IDCW/CIO/FCW DN	Elaine Ouellette / Susan Bitterli (508) 872-8200
CW	Pam Caplin/Lu Ann Nightingale (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Holbrook (415) 546-7722
Job Hotline (PCW)	(415) 978-3100
InfoWorld	Marcia Mason (415) 328-4602

Job Opportunities Revised: December 18 1989

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Bookkeeper	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Secretary/Receptionist	Boston, MA	M. Cornetta	(508)935-4734
IDG	Corporate H.R. Manager	Framingham, MA	M. Stephens	(508)935-4568
CIO	Eastern Reg. Sales Director	Framingham, MA	R. Block	(508)935-4735
ITI	Telephone Exec./Bus. Interv.	Framingham, MA	A. Farias	(508)872-2700
IDC	Quickserv Interviewers P/T	Framingham, MA	P. Dean	(508)872-8200
IDC	Research Analyst	Framingham, MA	D. Card	(508)935-4250
IDC	Program Manager	Framingham, MA	R. Segal	(508)935-4321
IDC	Intern-Processors Program	Framingham, MA	D. Bellomy	(508)935-4336

IDC	Director,Comm.Cons. Serv.	Framingham, MA	R. Finos	(508)935-4367
IDC	Administrative Assistant-ISG	Framingham, MA	T. Caffey	(508)935-4273
IDC	Senior Consultant	Framingham, MA	R. Finos	(508)935-4367
IDC/F	Account Representative	Framingham, MA	S. Perry	(508)935-4407
IDC/F	High-Ends Systems Analyst	Framingham, MA	S. Perry	(508)935-4407
IDC/F	Storage Market Analyst	Framingham, MA	S. Perry	(508)935-4407
IDC/WA	Federal Market Analyst	Washington, DC	R. Stultz	(703)893-0833
IDC/WA	Program Manager	Washington, DC	M. Goldstein	(703)893-0833
IDC/WA	Program Manager-Software	Washington, DC	L. Willets	(703)893-0833
CWPI	Admin.Asst.-Traffic Dept.	Framingham, MA	B. Wescott	(508)879-0700
CWPI	Graphics Specialist	Framingham, MA	N. Kowel	(508)879-0700
CWPI	Editorial Assistant	Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Sales Assistant	Rochelle Park, NJ	B. Hockswender	(201)587-0090
CWPI	Westcoast Correspondent	Burlingame, CA	P. Bartolik	(508)879-0700
NWW	Editorial Assistant	*Network World*, Framingham,MA	C. Tynan	(508)879-0700
NWW	Staff Writer	*Network World*, Framingham,MA	J. Gallant	(508)879-0700
NWW	Marketing Assistant	*Network World*, Framingham,MA	S. Perry	(508)935-4407
IDGC/P	Marketing Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
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MACWORLD ACQUIRES MACINTOSH HANDS ON

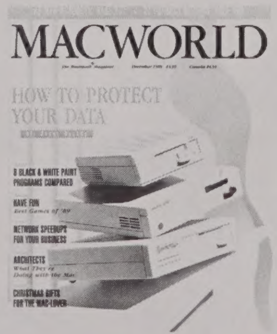
Over the course of the past two weeks, *Macworld* has been in extensive and confidential discussions with Mindcraft Publishing, publishers of *Macintosh Hands On*. **Jim Martin**, president and publisher of *Macworld* was pleased to announce that he reached a definitive agreement with Mike Harvey, president of Mindcraft, for Macworld Communications to acquire the circulation and certain other assets of *Macintosh Hands On*.

Macintosh Hands On will publish its last issue with January 1990 and *Macworld* magazine will fulfill the circulation liability for the balance of the term for each subscription.

This acquisition represents the fourth circulation file that *Macworld* has acquired in the last 18 months. The other three included *Macintosh Today*, *MACazine* and *Macintosh Business Review*. *Macworld* will continue to grow right along with the market, not only in circulation development but in all other areas related to producing the magazine such as marketing, sales, manufacturing, and editing.

The deal was put together with extraordinary speed. *Macworld* negotiated the deal, handled the legal entanglements, covered the BPA audit requirements and were able to sign the contract all before the competitors even had a chance to respond to a request for a bid by Mindcraft Publishing. Martin feels that decentralization and entrepreneurialism have been proven once again as the best way to manage the organization.

A key player in the deal was **Lindsay Davidson,** Macworld's circulation director whose outstanding work, which included predawn calls to the East Coast, dealings with lawyers on both sides, and even one red-eye flight to the East Coast to help culmimate the deal. ❑



WINNING STRATEGIES IN 1992

Experience, reputation and established market share are only three of the advantages that will benefit U.S. vendors in the 1992 European data communications market. According to a report recently published by International Data Corporation (IDC), companies that have manufacturing plans located in Europe (as opposed to assembly plants) will avoid tariffs and trade restrictions. These companies will also benefit from access to information concerning their competitors and the EEC environment.

"By having sales offices or local distributors in each country, U.S. vendors will be in an excellent position to respond to the needs and requirements of their clients," said **Pierre Jungling**, analyst with IDC's Communication Industry Research Program. "Among the U.S. firms analyzed, Codex, Recal Milgo and Northern Telecom offer the most balanced and complete strategy to be successful in the market of 1992." ❑

THANKS!

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NETWORK WORLD EXCLUSIVE SURVEY:

PC BUS ARCHITECTURE STILL WIDE OPEN

Network World recently unveiled survey results indicating that while EISA and MCA enjoy wide support among users, neither has cornered the market and many businesses appear to be backing both to hedge bets.

The results came from returns of a *Network World* exclusive survey in which respondents were asked to show which PC bus architectures they would buy. While 69 percent of the 228 respondents backed EISA-based systems and 43 percent preferred products that were MCA-based, 22 percent said they would buy both.

"These survey results indicate corporate customers are hedging their bets. It's clear the market for micros is still pretty much up for grabs," stated **Gary Beach,** president and publisher of *Network World*, the only publication that covers enterprise networking from the user's perspective.

"By supporting PCs based on both EISA and MCA, companies are taking out insurance policies that will force suppliers of PCs with different bus architectures to work twice as hard to win the order," Beach commented.

Beach said support for both bus structures could be viewed as a protectionist measure on behalf of customers who don't want to commit to one vendor and be at the mercy of that supplier. He also said the issue of which PC bus becomes dominant could be influenced heavily by networking issues facing managers.

"The vendor with the best network connections is the one that's going to win market share," Beach said. "PCs aren't stand-alone devices anymore. They're strategic components in an enterprise-wide network and the vendor who can best link its PCs into a variety of popular networks will emerge as the market leader." ❑

NEW FAX FOR CW CHINA

Please add to your records that China Computerworld has installed a new fax machine. The new number is :
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